COPYWRITING PORTFOLIO.

Carolyn Carswell // portfolio 2025

Sharp ideas.
Hard-working words.

HIYA.

I’m Carolyn, an award-winning copywriter and conceptual thinker working with brands and agencies across the UK and beyond.

An expert brief-breaker, thought-sorter and waffle-wader, I’m here to think outside the box, build a new box or blow up the old one.

Professionally curious and naturally nosey, I make sense of sentence spaghetti and approach long-copy with aplomb.

I’m 'Caz' by name, northern by nature, and I'd love to show you my work.

MY EXPERTISE

DIGITAL

Websites & SEO
Email campaigns
Digital banner ads
Push & social posts

PRINT

Direct Mail
Posters and signage
Magazine articles

CONCEPTS

Campaign creation
Brand naming
Big-picture ideas

CONTENT

Articles & blog posts
SEO & keyword research
UX writing

BRANDS
I’VE WRITTEN FOR

From award-winning DM to scroll-stopping email, I’ve worked with B2C & B2B brands across many sectors; travel & tourism, finance, energy, healthcare, food, government and more.

BRAND EXPERIENCE

LONGLEAT
nationwide
C&G babyclub
HEALTH HERO
Aptamil
WWT For wetlands. For life.
npower
Glutafin GLUTEN FREE
Disney
sse
Auspicious FURNITURE
CUNARD
GOOD ON PAPER

TESTIMONIALS

"I can't recommend her enough. From her inquisitiveness interpreting a brief and working within tight timelines, to collaborating with colleagues in all disciplines, seeking and taking feedback willingly - Cas is a joy to work with for the quality of her company as much as her work."

HANNAH WATERS
Executive Creative Director, Armadillo

TESTIMONIALS

"Carolyn is an exceptional copywriter who produces work that is both accurate and on-message. I find her to be very adaptable, willing and able to produce content for a range of sectors and clients."

Kate Grant
Easy & Clear Communications

MY WORK

A SELECTION

I’ve written for many sectors across multiple channels. Here’s just some of my work (zoom in to read the detail).

CUNARD

CUNARD
QUEEN ANNE DM

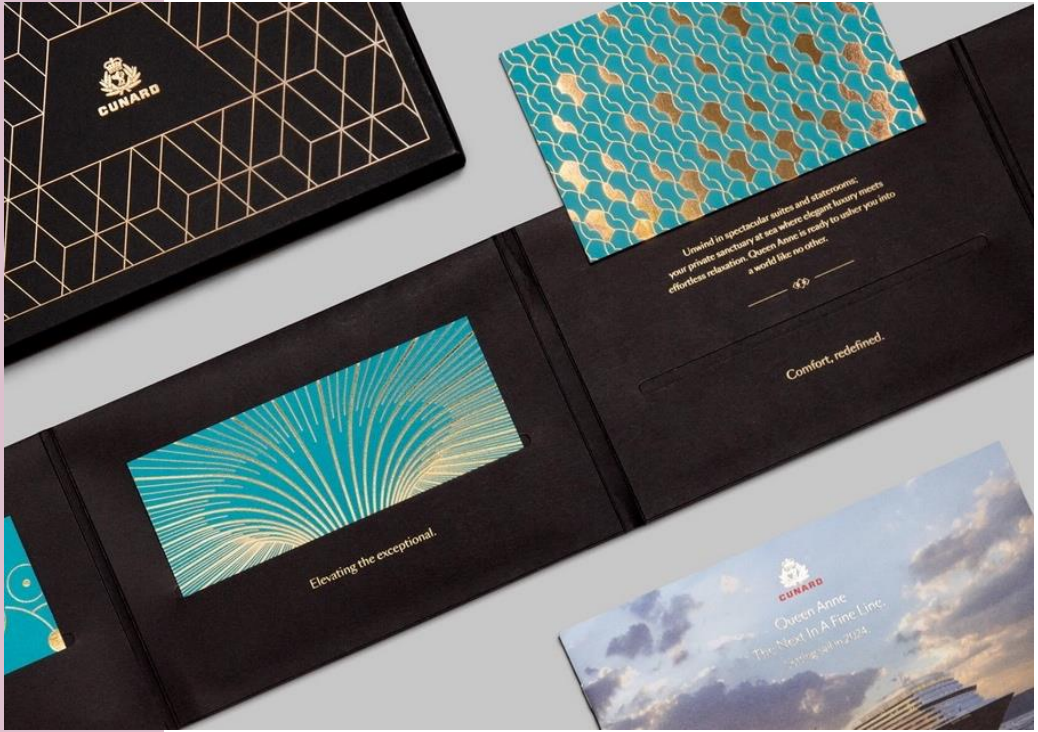
An opulent printed mailer made to entice guests on board Cunard’s newest, most decadent ship.

CUNARD QUEEN ANNE DM

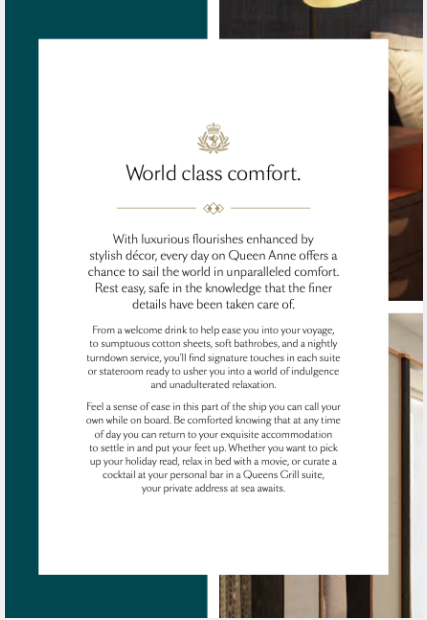
To announce the launch of its newest ship, Queen Anne, Cunard wanted to give potential guests a taste of her signature style; 'elegance reimagined'.

Working together with an art director, we developed the concept of a luxurious presentation case featuring collectible cards, each drawing on design elements found on board.

Spellbinding copy invited guests to picture themselves at sea, and tucked neatly behind sat a destinations brochure to pore over.



CUNARD QUEEN ANNE DM

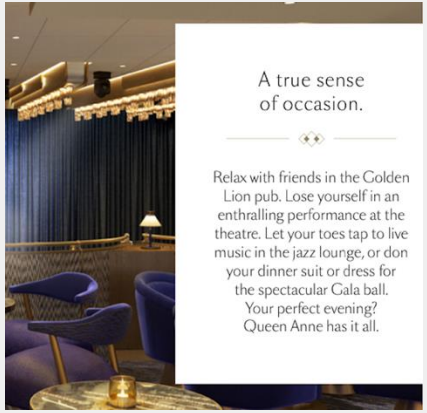


World class comfort.

With luxurious flourishes enhanced by stylish décor, every day on Queen Anne offers a chance to sail the world in unparalleled comfort. Rest easy, safe in the knowledge that the finer details have been taken care of.

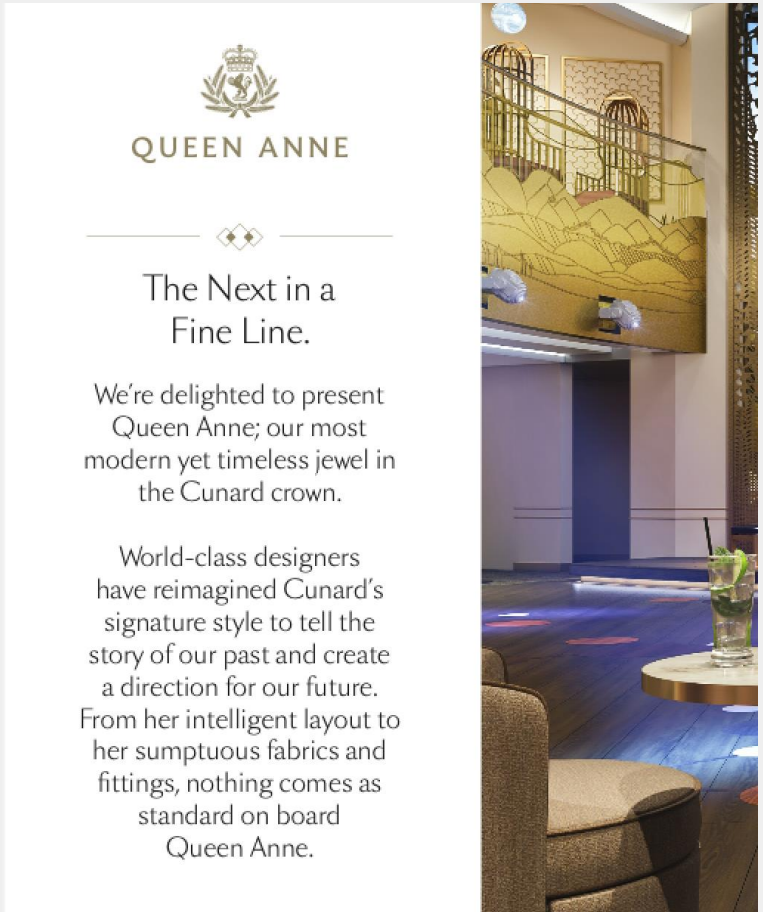
From a welcome drink to help ease you into your voyage, to sumptuous cotton sheets, soft bathrobes, and a nightly turndown service, you'll find signature touches in each suite or stateroom ready to usher you into a world of indulgence and unadulterated relaxation.

Feel a sense of ease in this part of the ship you can call your own while on board. Be comforted knowing that at any time of day you can return to your exquisite accommodation to settle in and put your feet up. Whether you want to pick up your holiday read, relax in bed with a movie, or curate a cocktail at your personal bar in a Queens Grill suite, your private address at sea awaits.



A true sense of occasion.

Relax with friends in the Golden Lion pub. Lose yourself in an enthralling performance at the theatre. Let your toes tap to live music in the jazz lounge, or don your dinner suit or dress for the spectacular Gala ball. Your perfect evening? Queen Anne has it all.

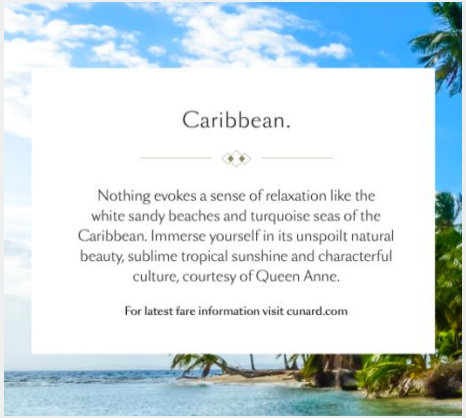


QUEEN ANNE

The Next in a Fine Line.

We're delighted to present Queen Anne; our most modern yet timeless jewel in the Cunard crown.

World-class designers have reimagined Cunard's signature style to tell the story of our past and create a direction for our future. From her intelligent layout to her sumptuous fabrics and fittings, nothing comes as standard on board Queen Anne.



Caribbean.

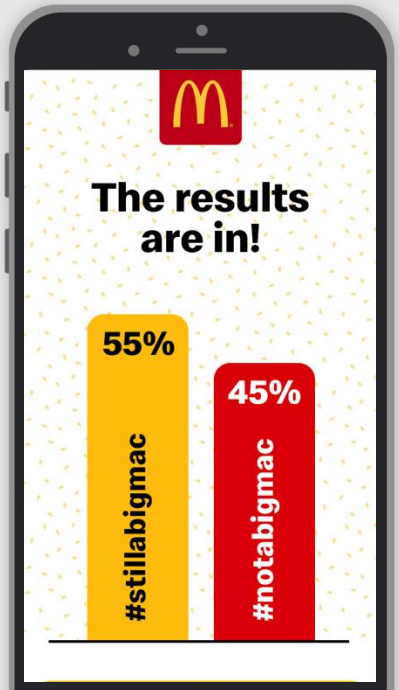
Nothing evokes a sense of relaxation like the white sandy beaches and turquoise seas of the Caribbean. Immerse yourself in its unspoilt natural beauty, sublime tropical sunshine and characterful culture, courtesy of Queen Anne.

For latest fare information visit cunard.com

Over £17 million in revenue was generated in the first four weeks, giving an ROI of 46:1. Highly collectible, packs were even listed on eBay.

MCDONALD'S eCRM CAMPAIGN

A playful & dynamic email campaign to engage Big Mac fans in McDonald's #notabigmac ATL activity.

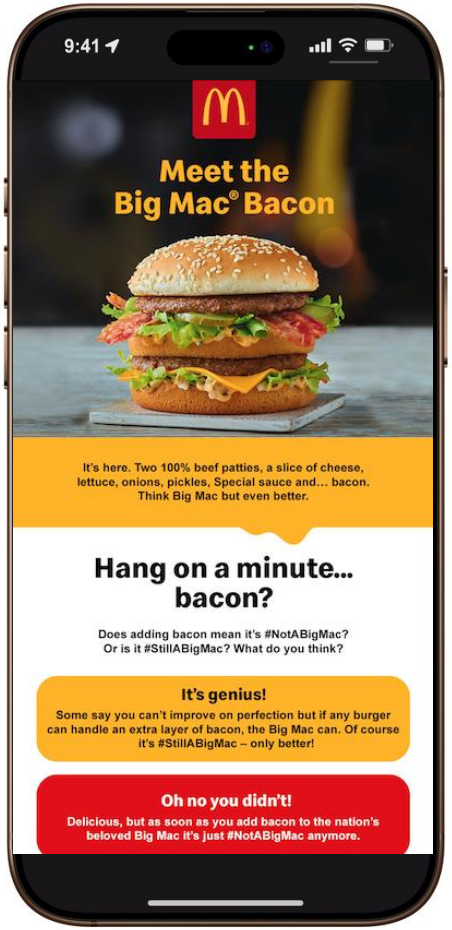


MCDONALD'S eCRM

When McDonald's decided to add bacon to its Big Mac, people had big feelings. Customers were encouraged to vote for or against the extra topping through social channels.

We created an email campaign to support ATL activity. Fans received a series of interactive emails featuring tabbed content, voting buttons and dynamic poll results. How they voted over six weeks determined email messaging come Valentine's Day.

MCDONALD'S eCRM



My darling Valentine,

I've been around the block.
For years, I've given you my 100% beef patties, yet never have you tired of me. Never have you made me feel old or unwanted. Others have had their heads turned by fancy extras. But not you – you stayed loyal and true, and voted #NotABigMac. Devotion like yours is hard to find. So this Valentine's Day, I want to say thank you.

Yours Always,

Big Mac®

My darling Valentine,

So you're the faithful type,
and that's admirable. But when
something new comes along,
it's perfectly natural to be curious.
I'm #StillABigMac – just with added
bacon. Deep down your heart belongs
to another and when I'm gone you'll
go back to your beloved classic
Big Mac®. I know I'll never be able to
compete but perhaps, for a while,
I can add a streak of excitement to
your life. Let's live for today.

Thanks for voting #StillABigMac.

With love,

Big Mac® Bacon

LONGLEAT ANIMAL GUIDEBOOK

A fun, educational printed guide to the extraordinary animals of Longleat.

LONGLEAT ANIMAL GUIDEBOOK

Longleat’s much-loved safari park needed a brand new guidebook to educate guests about the animals they encounter on their visit.

Working closely with a designer, I wrote fun, educational copy to fill this 70-page booklet – and learned some pretty incredible animal facts along the way!

AMUR TIGER

(Panthera tigris altaica)

There are a number of different subspecies of tiger, of which Amur tigers are the largest and palest. They are in fact the largest of all big cats.

Although hunting and habitat loss are significant threats, their population is currently stable. Their numbers have increased substantially since the 1990s, when there were thought to be as few as 50 left in the wild.

DIET
Carnivore

HABITAT
Forest

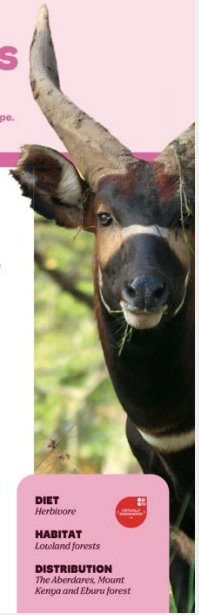
DISTRIBUTION
Restricted to the Russian Far East and small pockets in the border areas of China

28

LONGLEAT ANIMAL GUIDEBOOK

AMAZING ANTELOPES

Some of the first animals you may encounter on your Drive Through Safari are these two types of antelope.



EASTERN BONGO

(Tragelaphus eurycerus isaaci)

Bongos are the most colourful of the African antelopes with distinctive white stripes on their side. Females and young are chestnut red but the males darken and eventually become a dark brownish black.

Both males and females have long spiral horns that can reach up to one metre in length. These horns are angled backwards to ease movement through their forest habitat.

DIET
Herbivore

HABITAT
Lowland forests

DISTRIBUTION
The Aberdares, Mount Kenya and Ebura forest

4

OSTRICH

(Struthio camelus)

Ostrich have a varied diet and their beak reflects this. It is flat and broad with a rounded tip. They can use their beak to search for food, pick it up, grasp it and break it into smaller pieces. They eat plants, roots and seeds but also insects and other small animals.

DIET
Omnivore

HABITAT
Savannah and desert

DISTRIBUTION
Widespread across much of Africa

PINK-BACKED PELICAN

(Pelecanus rufescens)

Pelicans have a giant throat pouch attached to the bottom of their beak. They use this to catch fish. They scoop up both fish and water and then contract the pouch to drain the water, before swallowing the fish whole.

They nest in small groups or larger, loose colonies of between 20 and 500 pairs. A single pair will refurbish and reuse the same nest from year to year, if it has not collapsed.

DIET
Carnivore

HABITAT
Rivers, ponds and reservoirs near wooded areas

DISTRIBUTION
Central, eastern and western Africa

GRANT'S ZEBRA

(Equus quagga boehmi)

Different types of zebra are recognised by the distinctive pattern of their stripes. Scientists, however, do not agree on why they have stripey patterns. It is possible there are multiple reasons.

One of the oldest theories is that the stripes confuse predators. Predators such as lions can't identify single individuals to target on a hunt. Some scientists believe the stripes are for thermoregulation – helping zebras warm up on cold mornings and release heat in the hot midday sun.

Some recent research investigated how flies appear to find it more difficult to land on stripes. This research used zebras but also horses wearing zebra striped coats.

Zebra and giraffe have distinctive markings. However the exact pattern arrangement of different individuals, of both species, is unique. We can use this to tell them apart.

DIET
Herbivore

HABITAT
Savannah

DISTRIBUTION
East and southern Africa

RHESUS MACAQUE

(Macaca mulatta)

Like all monkeys, rhesus macaques are intelligent and inquisitive. With opposable thumbs they are also very dexterous, which can make them prone to all sorts of mischief!

In the wild the success of these primates is partly due to their ability to adapt well to changes in their natural habitat.

RING-TAILED LEMUR

(Lemur catta)

Like monkeys, lemurs belong to the group known as primates. Our ring-tailed lemurs located in African Village, are also very adaptable like the macaques. They reside in a variety of habitats and eat a varied diet.

What's the difference between antlers and horns?

Antlers and horns are structurally different. Deer shed and regrow their antlers every year. These antlers can be branched but horns aren't. Horns are permanent and grow continuously throughout an animal's life. Both are used by males in competition for females but horns are also used in defence.

APTAMIL NEWBORN GUIDE

A nightstand book to help new parents thrive, featuring advice on everything from changing nappies to decoding infant cries.

APTAMIL NEWBORN GUIDE

Infant formula brand Aptamil’s goal is to support new parents. In those exhausting first few weeks, the right advice can make a world of difference.

I researched and wrote this premium DM piece which was delivered to expectant mums on their due date.

Alongside practical advice, it offered emotional support. It’s the warm, reassuring hug every parent needs when the days are long and the nights are even longer.

GETTING TO KNOW YOUR BABY

Bonding, first feeds and your baby’s appearance

‘Magical’... ‘unforgettable’... ‘all worth it’: just some of the words that mums have used to describe the moment when they first met their baby. In these first few days, emotions will feel more intense due to hormones in your body. During labour, your body releases greater amounts of oxytocin, the ‘love hormone’. This natural response triggers intense feelings of affection and protection that endure as your baby grows and develops.

“We bond a little more every day.” Emma, Bristol

It’s almost time. Time to meet your baby, and time to become a mum.

In parenting, there’s no substitute for experience. So we’ve used ours and that of 1,000 mums to write this guide to the first days together. It includes practical advice on feeding, bathing, changing and more, along with invaluable insights from mums who’ve been there.

We know that the hours are long as a new born mum. If you have a question, a concern, or you simply want to talk about the many emotions motherhood can bring, get in touch. Our careline will do their best to help – and more importantly, to listen.

Best wishes for your birth,
Aptaclub

APTAMIL NEWBORN GUIDE

Choosing and packing a changing bag

When it comes to choosing a changing bag, go for something that is large enough to contain all the essentials but is not too cumbersome – ideally, one that can be hung over or stored under your pushchair.

What to pack for baby ...

- *A travel-friendly changing mat* – this might come with your bag. If not, go for something wipe-clean, foldable and lightweight.
- *Nappies* – always pack a few more than you think you'll need.
- *Fragrance-free babywipes* – for minimal fuss and irritation when changing.
- *Disposable bags* – to hygienically dispose of used nappies and wipes.
- *Barrier cream* – to help soothe nappy rash if it occurs.
- *A change of clothing* – just in case!

and for you...

- *Hand sanitiser* – to help you feel clean before and after changes.
- *Water* – to keep you hydrated, and perhaps a healthy snack.
- *Muslin cloths* – good for winding, and if you want cover when feeding.
- *Nursing pads and sanitary pads* – for leaking breasts and post-birth bleeding.

TAKING CARE OF YOURSELF

Staying healthy and happy

Last but by no means least, you need to remember to take some time for yourself. There's a great saying: 'You cannot pour from an empty cup.' Although you'll want to put everything into your new arrival, you need care and attention too. The mental challenges of motherhood can be even more demanding than the physical ones.

"My greatest challenge as a mum was learning to ask for help." Cherlyn, Dungannon

Winding your baby

Winding will help to expel any trapped air in your baby's stomach which can cause discomfort.

- Keep your baby's stomach and spine straight
- Support the head and neck
- Rub (rather than pat) their back gently in an upward motion

Watch our winding video at: aptaclub.co.uk/winding

Expressing, bottlefeeding and storing milk

In the beginning you may wish to express your breast milk, especially if you need to relieve breast engorgement once your milk comes in, or if you can't be there to feed your baby for medical reasons. It's worth storing any expressed milk as it is particularly nutritious in the first few days.

Watch a video demonstration at: aptaclub.co.uk/expressing

BABY SLEEP EXPLAINED

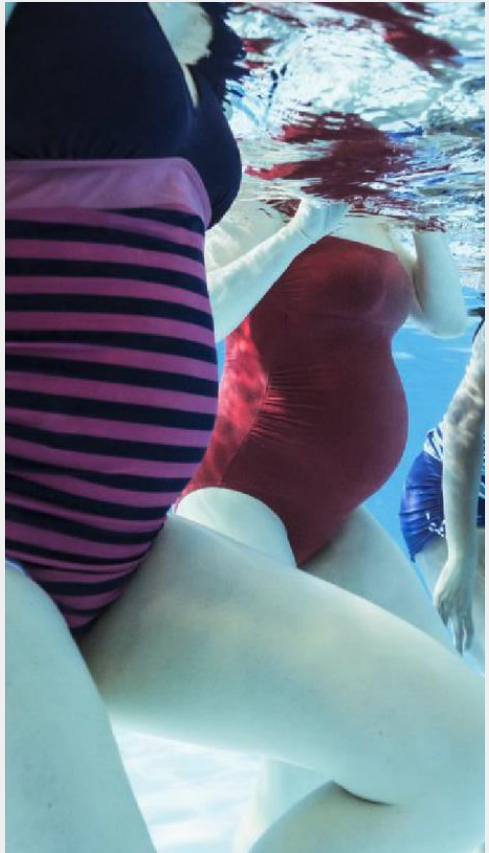
Your baby's sleeping habits and patterns

We all know how vital sleep is to good health. It's even more important for your newborn, as it's when they're sleeping that they are doing most of their growing. Unfortunately, sleep deprivation is almost inevitable for new parents. Although your baby may be sleeping for up to 18 hours a day, they may be doing it in two- to four-hour bursts, so their sleeping patterns are unlikely to fit with yours. In these early days try to rest when you can. Read on for information and tips to help you understand your little one's sleeping habits in their first few days and weeks.

"During the early days after birth, your little one does not yet know the difference between day and night." Aptaclub Careline, Nutritionist

APTAMIL EXERCISE CAMPAIGN

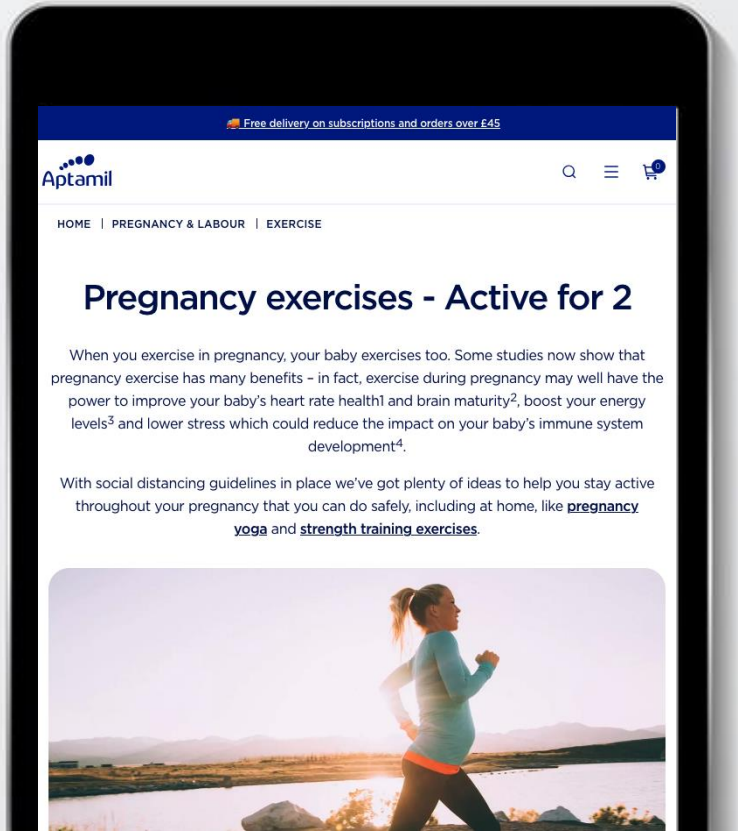
Active for 2:
a multi-channel digital campaign across web and social, created to help pregnant women exercise safely.



APTAMIL ACTIVE FOR 2

Aptamil wanted a campaign to dispel the myths around exercising in pregnancy and get expectant mums moving.

As lead copywriter in what was a thorough and impactful campaign, I researched the science, wrote advisory articles, concepted and edited video scripts and helped qualified fitness professionals communicate pregnancy-safe workout programmes.



🚚 Free delivery on subscriptions and orders over £45

Aptamil

HOME | PREGNANCY & LABOUR | EXERCISE

Pregnancy exercises - Active for 2

When you exercise in pregnancy, your baby exercises too. Some studies now show that pregnancy exercise has many benefits – in fact, exercise during pregnancy may well have the power to improve your baby's heart rate health1 and brain maturity[2], boost your energy levels[3] and lower stress which could reduce the impact on your baby's immune system development[4].

With social distancing guidelines in place we've got plenty of ideas to help you stay active throughout your pregnancy that you can do safely, including at home, like **pregnancy yoga** and **strength training exercises**.

APTAMIL ACTIVE FOR 2

🚚 Free delivery on subscriptions and orders over £45

Aptamil

Pregnancy yoga benefits

Pregnancy yoga, as with many pregnancy exercises, may reduce lower back pain[1], tiredness[2] and weight gain[3]. For your baby it could result in a healthier heart rate[4] and birth weight[5]. Studies also show that prenatal yoga may even result in less labour pain, a shorter labour[6] and a reduced risk of premature labour[7]. Yet Yoga Coach Clare believes it's the mental benefits that mums feel the most; yoga gives them the time to come to terms with the many changes pregnancy brings, whilst readying themselves for labour.

Meet your coach Pip Black

Pip is a qualified pre- and postnatal fitness instructor, mum and co-owner of MumHood – an online source of exercise programmes for mums and mums-to-be. Pip has made it her mission to create safe, simple and effective workouts tailored for each stage of your journey to parenthood. Watch Pip in action.

@MUM_HOOD

Aptamil

The benefits of pregnancy exercise for mum

Pregnancy exercise can improve your experience of pregnancy in many ways. Studies show that exercising mothers:

- Experience less lower back pain[1], pregnancy constipation[8] and tiredness[9].
- Are 30% less likely to develop gestational diabetes[2].
- Are less likely to need an unplanned caesarean[3,4].
- Experience fewer incidences[5] and reduced severity[6] of depression.
- Gain less weight during pregnancy[4].
- Are less likely to develop urinary incontinence[7].
- Have reduced incidents of pregnancy constipation[8].
- Experience less tiredness in pregnancy[9].
- May have shorter labour[1].

The benefits of pregnancy exercise for baby

The benefits for your baby could last them a lifetime. Babies born to mothers who exercise in pregnancy are more likely to:

- Develop a healthier heart with a lower resting heart rate after birth[11].
- Be born at what is considered a 'normal' birth weight, rather than overweight[12].
- Be born with more mature brains and are quicker to develop neuro

Chat with an Expert

Pregnancy strength & weight training

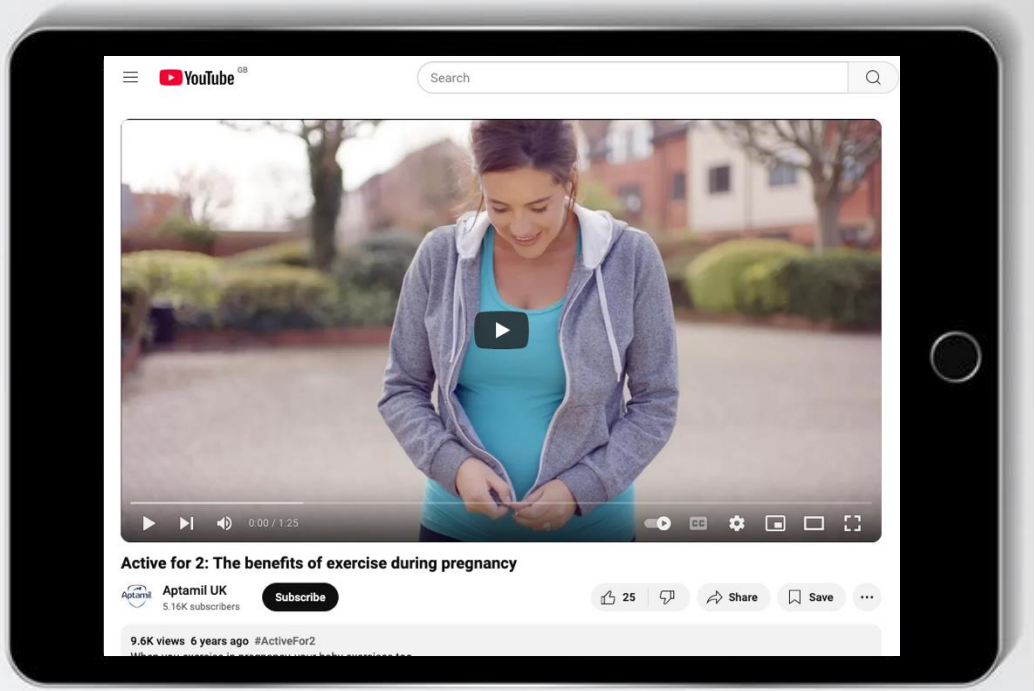
Research shows that strength or resistance training can help to improve your endurance levels in preparation for labour, decrease lower back and pelvic pain[1], and help you manage pregnancy weight gain[2]. It can also lead to fewer complications during labour and delivery and a shorter hospital stay[3]. The pelvic floor exercises, in particular, can reduce your chance of experiencing urinary incontinence problems during and after pregnancy[4]. Strength Coach Pip also believes it helps you train for the physical side of being a mum – carrying a baby and lifting buggies and car seats can be hard work!

This multi-channel campaign engaged with over five million mums and encouraged them to be more active.

APTAMIL ACTIVE FOR 2 VIDEO

Working alongside an art director, I developed a concept and script for the Active for 2 campaign video.

I also edited scripts for a range of 'meet the coaches' videos voiced by swimming, yoga, running and weights experts.



GOOD
ON
PAPER

GOOD ON PAPER
ARTICLES

Writing for Stroud’s independent arts and culture magazine.

GOP: EDITORIAL ARTICLES

Good On Paper is a stalwart of Stroud’s arts community; if it’s worth doing or seeing, you’ll find it in GOP.

Production relies on the time and energy freely donated by writers, photographers and artists. It’s always a pleasure to be one of them.

BILLY ARTHUR

By Carolyn Carswell

At 17 I was busy using my sister's provisional driving licence to sneak into the students' union, drink Malibu and coke and boogie to Beanie Man. But that was the North in the nineties, and this is Stroud in 2019 where teens channel their creativity towards far more worthwhile pursuits. Like documentary film-making.

Billy Arthur, 17 year old Marling pupil-slash-director is channelling his own particular brand of creativity – documentary filmmaking – with laser-like precision. Owner of his own production house, Enderley Pictures, his recent film 'Blood Sugar Brothers' (made in collaboration with Nine Lives Media for CBBC) has recently been nominated for a BAFTA award.

Billy has been producing films from an early age. But by his own admission, they haven't all been award-worthy. "My older brother Jamie bought a cheap camera when I was about 10 or 11," Billy says. "He showed me that there was this button you could press and it would record a video. I was enthralled. I started making these little films – the most horrific videos you've ever seen – doing pranks on my brothers Alfie and Tom until they were absolutely sick of me…" Everybody has to start somewhere, right?

As the name suggests, Blood Sugar Brothers was inspired by Billy's younger brother Alfie, now aged 14, who was diagnosed with Type 1 Diabetes at an early age. "As he's grown I've seen him struggle with everyone else's misconceptions about the condition. People say things like, 'why doesn't he just cut sugar out of his diet?' and it's just been really frustrating seeing him having to deal with this condition – having to inject and finger-prick to test –– whilst all of these people have no idea what it's like. I decided this was a story I really wanted to tell," Billy explains.

So just how do you make the leap from home-video-hobbyist to pitching to the professionals? "I didn't have the slightest idea of how to go about it", he admits. "I said, 'I've got this idea…' and did a little taster tape of Alfie – but it was with Sunny Kang (from Nine Lives Media) who came up with the idea of going to India to shoot it. When we pitched it to CBBC it was the most nerve-wracking two weeks of my life… and then we found out it had been commissioned."

The recent BAFTA nomination comes as quite a surprise, not least to Billy. "I honestly still can't believe it. Cat Lewis, who owns Nine Lives Media, thought the film was really good. So she submitted it – and we found out a week ago that it had been shortlisted down to the final 10."

But as an A-Level student studying Drama, History and Spanish, there's still a seemingly insurmountable pile of schoolwork, revision and exams to get through on top of the budding film career. Have his teachers been supportive? "Obviously it's great when it goes well… although at times it's been hard to convince them of the juggle. But yes, there are some amazing teachers who have supported me no end."

The film itself is a joy; an enthusiastic and eye-opening look at the realities of living with diabetes in a poorer country. Although Billy may be the brains behind the camera, Alfie is a complete natural in front of it. "This was a scary journey for him to be part of" Billy says. "For him to open his life as much as he did and let me film it… I think that us having such a close relationship – and me making the film about him as his brother –– was one of the things that made it so personal."

So what's next for Billy? Awards nomination aside, he has big plans to tackle weighty topics. "I'm interested in projects that bring more attention to the problems we face – especially in the elderly community in rural areas. We're also working on a project about refugee resettlement in the UK – showing the journey of real people in real life, and the challenges they face when they move to a different country."

There's a genuine empathy to Billy that will no doubt guide him through a successful storytelling career.

For further information on Blood Sugar Brothers, news and trailers visit **enderley.pictures**

Carolyn Carswell is a Copywriter based in Whiteshill, Stroud. Need words? Get in touch: copywritercarolyn.com

GOP ARTICLE: BILLY ARTHUR

GOP ARTICLE: ACP FESTIVAL

BY CAROLYN CARSWELL

PAINSWICK, THE 'QUEEN OF THE COTSWOLDS', IS FAMED FOR MANY THINGS: ITS 14TH CENTURY STONE HOUSES, A HANDFUL OF CELEBRITY RESIDENTS, 99 IMMACULATELY PRUNED YEW TREES AND ONE FASHION CATWALK DRIPPING WITH GRAVITY-DEFYING FABRIC ENGINEERING, FLAMBOYANCE AND FLAIR. SORRY, MY MISTAKE. AS ANY LOCAL WILL TELL YOU THERE ARE IN FACT WELL OVER 100 YEW TREES. THE NUMBER 99 IS A MYTH...

The Art Couture Painswick (ACP) Festival returns on Sunday the 17th to turn what would ordinarily be another idyllic day in this quaint historic village into a blank canvas for creativity. Now in its fifth year, the festival embraces 'wearable art' and attracts some of the most inventive artists in the area, not to mention some incredibly talented younger designers. Painswick streets will be closed off to traffic and instead a riot of colour and clothes, music and entertainment, fine food and fun for all ages will parade.

The festival itself began in 2010 after founder Chris Mercer visited the World of Wearable Art competition in New Zealand. Inspired by the originality and creativity it unearthed, he brought the idea back home to Painswick. Together with four other trustees they planned the first ACP event over their kitchen table. Such was the passion, the charity grew and they now proudly operate from their Bisley Street gallery.

This will be ACP's fifth festival, and Gallery Manager Rosanna Thorn-Lees' first. As Rosanna explains, it's a festival unlike any other. "The juxtaposition of holding it in Painswick churchyard has its charm. People have said, 'why don't you move it to somewhere bigger?' but I think it would lose that factor. The churchyard is its own theatre. You have the catwalk, the parades coming through the yew trees... there's something quite magical about it."

The catwalk competition is open to all ages, from under 12s to over 18s. There are three categories; Wearable Art, Creative Headwear and Body Art, and entrants have been invited to answer an inspiring selection of briefs. Wearable Art entrants have designed their wares within the remits of 'Flight', 'Underwater' and 'Moving Parts', Body Art entrants will be displaying their interpretations of 'Food For Thought', while the theme for the Headwear category is 'Graffiti'. In a bid to attract budding engineers and inventors, Dyson will be present, hosting their Creative Challenge Zone. At the ACP festival, inspiration can take any form...

This year's judging panel will feature plenty of famously qualified names who know more than a thing or two about creativity and fashion. Previous judges have included Savannah Miller, Dan Chadwick, Stephen Jones, Grayson Perry, Mary Wing To, Lily Allen and Todd Lynn. But there's more to the festival than name-dropping. The competition acts as a leg-up for entrants and a chance to talent-spot for judges. "Quite often the festival will have judges who are high up in the world of fashion and they'll recognise talent and offer work places." says Rosanna.

As if the festival wasn't vibrant enough, there will be a distinct Indian twist as sponsors Steppes Travel give ticket holders the chance to win a trip for two to India on their Fabric of India tour, an insight into Indian textile production guided by V&A curator Rosemary Crill. Think lanterns, ethnic food stalls and henna painting, and if you're lucky you might even spot a herd of giant elephants soaring overhead – the work of local puppeteer Bee Daws and pupils of The National Star College.

Of course, no festival is complete without good food and live music, of which there will be plenty. "This year we've got the Big Red Bus Company, ethnic food stalls and a Victorian tea tent," says Rosanna. "We'll have Jazz Jive and Lindy Hop, kids' entertainers World Jungle (they do massive bubbles and face painting) and there will be music all day. We're doing busking podiums, mainly local talent, with a main stage where the big acts will play. Headlining in the evening is New Carnival with Max Radford."

The day begins at around 11.30am and tickets cost £8 for adults, £3 for children under 12 and student, but buy in advance either online or at the ACP gallery and they're £6 and £2.50 respectively. If you're undecided, remember: the festival is now a biennial event, so the next one won't come around until 2018...

There's no sense being fashionably late for this one - there's simply too much to see and do. Visit canvasforcreativity.com for tickets and further information.

Carolyn is an ex Bristolian but thoroughly Mancunian Freelance Marketing and Advertising Copywriter now living in Stroud. You can see her work at copywritercarolyn.com

Image: Clay Sinclair

Auspicious
FURNITURE

AUSPICIOUS FURNITURE WEBSITE

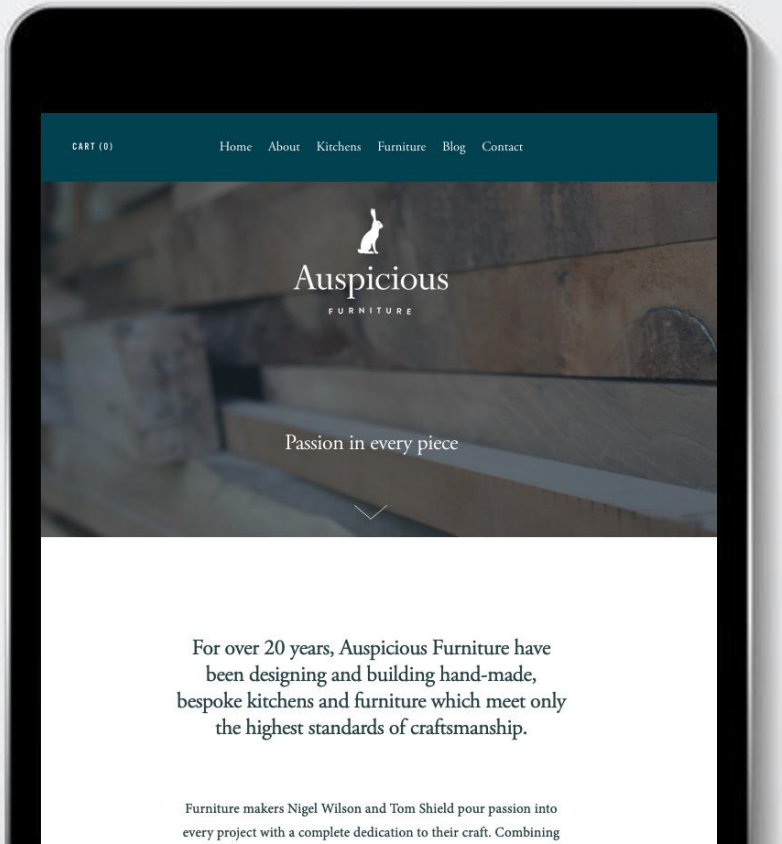
Discovering the difference between dovetail and biscuit joints to write website copy which tells a story of true craftsmanship.

AUSPICIOUS FURNITURE WEBSITE

Kitchen designers and cabinet makers Auspicious Furniture wanted a website which showcased the passion and skill of their process.

I interviewed the owner at length to gain an in-depth understanding of the company's craft and drive.

It was a fascinating conversation which allowed me to lift the lid on an artisanal carpenter's creative process, and write copy that conveyed the care and attention he and his team devoted to every project.



AUSPICIOUS FURNITURE WEBSITE

Nestled at the heart of an Arts and Crafts style home, this light, peaceful kitchen took inspiration from both the house and its owners.

The clients were heavily involved in the design process from the start. With only a rough idea of layout, the brief was to keep things simple, yet reflect the same craftsmanship and detail found elsewhere in their impressive home. It took five sets of drawings before a final design was agreed. When presented with a choice of oak or elm, the client opted for elm but preferred a 'less-knotty' look. We happily endeavoured to find the perfect piece we knew they would love.

"Making it was a journey that started many years ago, for both the artists and the timber.""

— NIGEL WILSON

The Process

Every Auspicious Furniture project begins at home, based on the strong belief that good design draws on a house and its people.

We will arrange a time to visit to discuss ideas and measure up. With a brief agreed, rough plans will be sketched and timescales estimated. If you are happy to proceed, the design process will continue; more detailed drawings will capture practicalities such as unit layout and drawer position, to help ensure that every inch of space is utilised intelligently.

Here at Auspicious we work closely with clients throughout, ensuring every design decision is agreed upon. Timber is hand-selected from FSC and PEFC certified sources then prepared with precision and skill. With an expert eye for design, we can make recommendations where required; from advising on timber choices and worktops to helping you choose the right door handles, lighting and paint colour.

The oak was salvaged from a French barn. Rich with age and character, it still featured the original peg holes. It was planked in the workshop and pieced together. The rising mermaids were created in collaboration with local stained-glass artist Goldy Manzi-fe, using colours to complement the oak's rich tones. The design was tweaked as the portal took shape; we felt the doors' straight edges were too heavy, so softened them into more graceful, feminine curves like those of the mermaid herself. The wrought iron handles came from a home-wares shop in Tetbury, while the glorious stained-glass was back-lit with the help of a local bespoke lighting specialist.

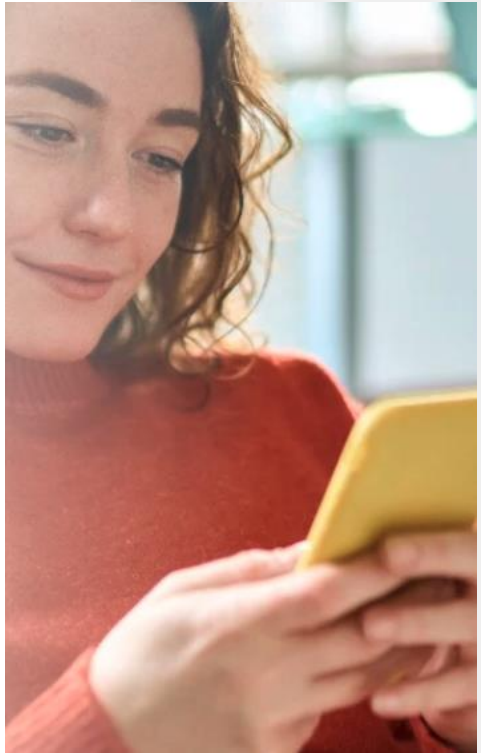
"Making it was a journey that started many years ago, for both the artists and the timber.""

— NIGEL WILSON

HEALTH HERO

HEALTH HERO WEBSITE

Simplifying the complicated and translating medical jargon into benefit-led, customer-friendly messaging.

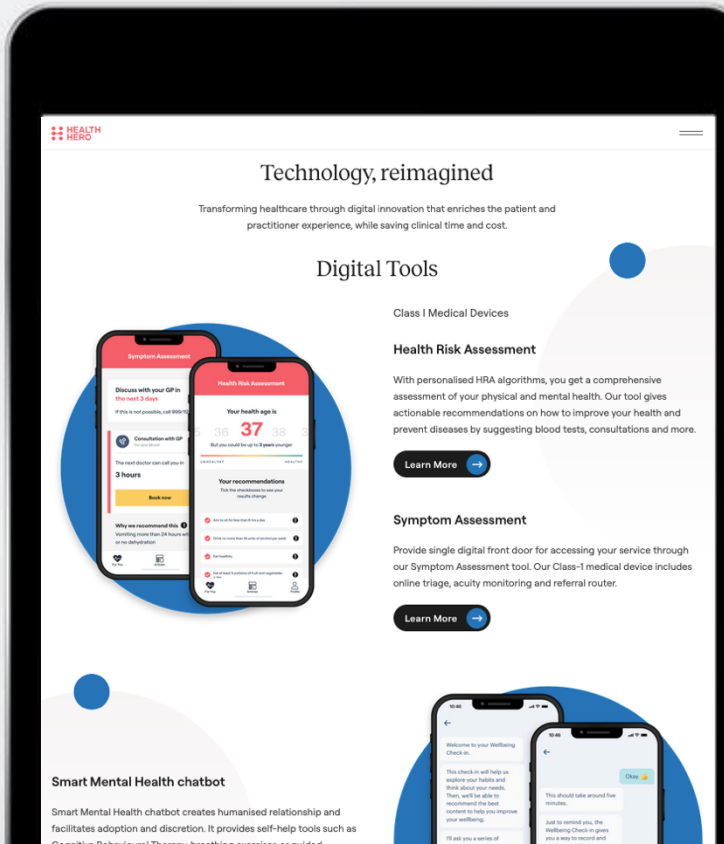


HEALTH HERO WEBSITE

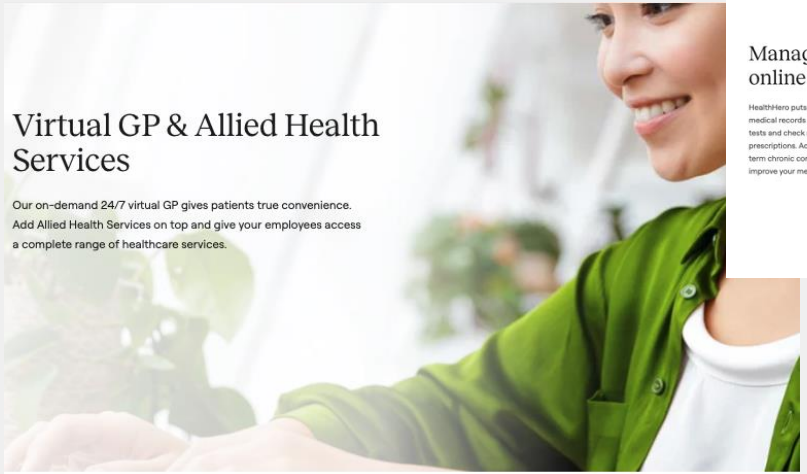
Health Hero is a digital-first healthcare provider serving businesses, healthcare professionals and individuals.

Their existing website was crammed full of complex messaging, aimed at both B2B and B2C audiences, which desperately needed to be untangled.

I made suggestions to improve the UX of the site, refined headlines and infographics, and re-wrote copy to make it benefit-led and easier to understand.



HEALTH HERO WEBSITE



Virtual GP & Allied Health Services

Our on-demand 24/7 virtual GP gives patients true convenience. Add Allied Health Services on top and give your employees access a complete range of healthcare services.

Hassle-free healthcare

Digital healthcare is fast becoming the most convenient way to access quality care. Today, 76% of patients are interested, compared to only 19% pre-COVID-19. Our Virtual GPs can be accessed 24/7, while our Allied Health Services extend out to include expert physiotherapists, dieticians and mental health specialists.

24/7 access, on-demand

Patients can access GP services on-demand, by phone, live chat, email, video and in person, 24/7, 365 days a year.

Flexible, customisable services

Services are can be layered up to match your organisations' needs. Enjoy the flexibility and cost savings of a more tailored healthcare solution.

Seamless integration

Tools slot in to your existing channels with ease. Choose how they're delivered; whether it's through branded web apps or API integrations.

Insightful analytics

Gain valuable insights into service performance, clinical outcomes and user feedback – and use them to improve your patients' experience.

Manage your health online

HealthHero puts digital health at your fingertips. Keep all of your medical records and results in one secure place. Order blood tests and check results. Make appointments and order prescriptions. Access support that can help you manage long-term chronic conditions. And use in-app tips and tools to improve your mental health and wellbeing.

The power to prevent

Clinical grade questionnaire

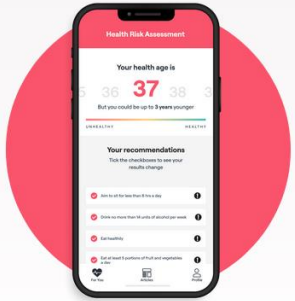
The Health Risk Assessment (HRA) tool begins by asking about ethnicity, family, medical history, exercise habits, lifestyle habits, diet and nutrition, and more. Risk models and recommendations are based on the latest medical evidence, research and guidelines.

Lifestyle and wellbeing score

HRA also looks at lifestyle and wellbeing factors, including diet, stress, fitness, sleep, mental health, prevention and screening, to give patients a score.

Health age

Based on the questionnaire, HRA provides a 'health age': a quantified insight into the user's health and wellbeing.



Health risks

The tool also evaluates the chances of developing diseases such as stroke, diabetes, heart disease, breast, prostate, lung and bowel cancer.

Personalised changes

HRA gives the user evidence-based, personalised actions that can help to improve their Health Age. For example, if they quit smoking they could reduce their Health Age from 38 years to 35 years.

Report for patient and clinician

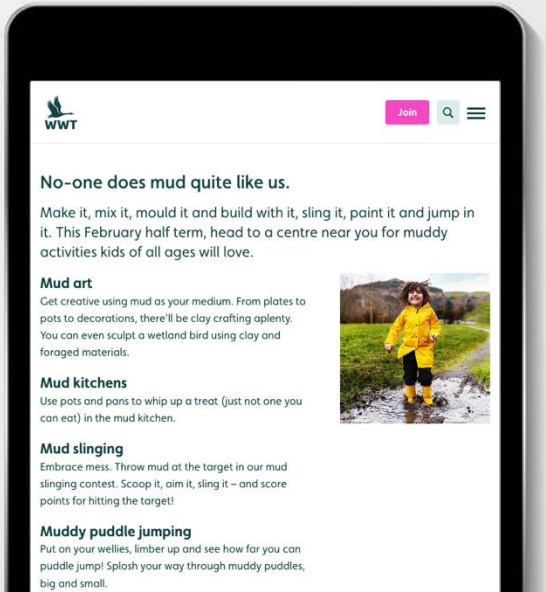
A full report is sent to both user and clinician. It covers personalised health risks (e.g. bowel cancer, diabetes, heart disease and stroke risk) plus lifestyle recommendations (e.g. diet, stress, habits, fitness, sleep, screening and more).

WWT
For wetlands. For life.

WWT DIGITAL, PRINT & SOCIAL

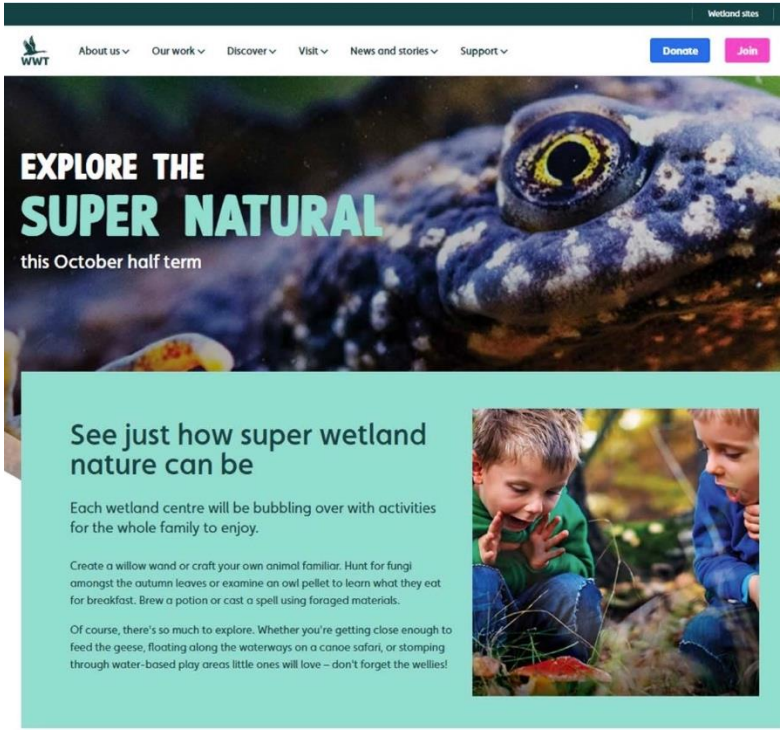
Inviting visitors to discover the magic of the wetlands through digital, print and social.

WWT PRINT & DIGITAL



I work with WWT to produce seasonal campaigns for their 10 UK sites. Channels include digital ads, social posts, website copy, plus on-site and out-of-home posters.

WWT PRINT & DIGITAL



EVERYTHING ELSE

01 Health-tech Research

Writing competitor reports for US medical giants Abbott

02 SSE HR Content Creation

Developing UX and writing content for SSE’s HR intranet

03 Easy-read Writing

Translating government documents into plain, accessible English

04 CV Creation & Editing

Sprucing-up CVs and writing cover letters with cut-through

05 Copywriting workshops

Teaching clients how to improve their in-house copywriting

06 Radio & Video Scriptwriting

Writing radio commercials and video storyboards

CV

Carolyn Carswell
Concepts & Copy

t: **07870 166 779**
e: **heycopywritercarolyn@gmail.com**
w: **www.copywritercarolyn.com**
@copycarolyn

expertise

Conceptual, creative copywriter. Happy to work inside the box, build a new box or blow up the old one.

Expert brief-breaker. Professionally curious, naturally nosey. Asker of awkward questions, leaving no insightful stone unturned.

Snappy, short-copy writer and alliteration-lover. Nailer of concise, emotive headlines and inbox-rattling subject lines.

Thought-sorter, bulk-buster and waffle-wader. Can make sense of sentence spaghetti, approaches long copy with aplomb.

Digital dab-hand, seamstress of SEO, social media addict and Etsy print shop owner.

Many-medium mogul working across print, digital and radio in the form of email campaigns, blog posts, web pages, print ads, shelf barkers, magazine articles, brochures, leaflets, banner ads, mobile apps, social ads and more.

work: now

Freelance
April '21 onwards
As a freelancer I write for B2C brands including McDonald's, Cunard and Longleat. I work with agencies and brands both in-house and remotely, crafting copy and working on campaign concepts. I've also been involved in B2B projects which include writing internal HR content for SSE and competitor insight reports for US 'Big Pharma' companies.

work: then

Armadillo
December '18 to April '21
As Conceptual Copywriter at digital agency Armadillo, I devised and created eCRM, digital and print campaigns for brands such as McDonald's, Cunard and P&O Cruises, Disney and Hotels.com. My printed DM piece for Cunard won a Gold DMA.

The Real Adventure / Prophecy
September '16 to December '18
I joined Bristol agency Prophecy (then The Real Adventure) on a permanent basis in 2016. There, I worked on big brand campaigns from conception to completion, writing email, social, web, radio and film copy for the likes of Aptamil, Cow & Gate, Barratt Homes, Costa, Toyota, Rolls Royce and more. Aside from daily copywriting, editing and proofreading, I created concepts, researched insights, protected TOV and pitched to clients.

Freelance
January '16 to September '17
Having relocated from Bristol to Stroud, I began freelancing for clients including Cheltenham agency Liquorice (Glutafin, One Stop, Smootheelicious) and designer Adam Hinks (Hodsons Estate Agents, Davidson Estate Agents, Auspicious Furniture).

April '13 to Nov '14
I signed up to a retainer at True Digital, Bristol, working 3 days a week on brands including npower, Furniture Village, Pet Drugs Online and Apetito. I also worked with Indicia (Majestic Wine) and Real Adventure (Elizabeth Shaw, Cow & Gate and Aptamil) during this time.

August '06 to May '12
My first move to freelance. I began working for The Real Adventure (previously TRA, later Prophecy) on a re-write of the Cow & Gate website. I went on to write digital and print copy for brands like Aptamil, Walkers, Black Horse and Q-Points, Options Hot Chocolate and Evian. Other freelance clients included 6hm, working on big brand Ecover, and B2B brand Smartfocus – creators of marketing campaign management software.

work: way back when

LONDON TO BRISTOL | June '05 to June '06
A move from radio to cross-channel copywriting. Working for marketing agency Asabell, my clients included N3 (the NHS digitalisation project), BT and Amadeus (a sippy-cup start-up).

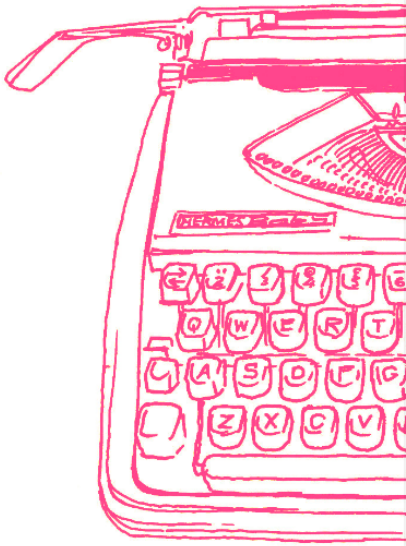
RADIO GA-GA | September '01 to June '04
My radio copywriting days. After graduating, I wrote ads for radio stations across the country; Galaxy Radio in Leeds, Manchester and Newcastle, then Talksport, Kiss & Magic FM in London. Work was sales-driven and client-facing. There was no better training than turning a brief into an ear-catching, effective, 30-second radio ad.

education

2:1 BA in Communications from the University of Leeds.
A media degree that actually proved useful, involving the study of political communications, speech-writing and the rules of rhetoric, plus visual and audio production.

dish it

I've danced on stage with De La Soul and caught the bassist's plectrum at an Eagles of Death Metal gig. I have a fear of baked beans but I'll happily hold a tarantula. I play the cello and piano terribly and my side hustle is my Etsy linoprinting shop. The further away I move, the more Northern I become. My two boys are my best bit of concepting yet.



COFFEE?

Get in touch. I love a natter.

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www.copywritercarolyn.com