

EMMA CHAMPION

Senior Copywriter & Content Lead

B2B & B2C Campaigns | Brand Voice | Conversion Copywriting

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🔗 Portfolio: <https://copyfol.io/v/emmachampionportfolio>

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PROFILE

Senior Copywriter and Content Lead with **15+ years' experience** delivering high-performing **B2B and B2C** campaigns across technology, education, and training sectors.

Specialises in creating clear, compelling, **human-first copy and content that drives engagement**, strengthens brand positioning, and supports lead generation.

Proven track record of increasing engagement (20–40%), improving conversion rates, and delivering multi-channel campaigns for global brands including **Hitachi Vantara, Adobe, Lenovo, Samsung, and LSEG**.

CORE SKILLS

Copywriting & Content Creation | Campaign Delivery | Brand Voice Development

Email Marketing | Website Copy | SEO Content | Conversion Copywriting

Stakeholder Collaboration | Team Leadership | Digital Marketing

PROFESSIONAL EXPERIENCE

Senior Content & Communications Manager

Impact Futures Group | April 2024 – Present

Overview:

Lead copywriting and content delivery across brand, campaigns, and communications for a national training provider.

Key Achievements:

- Developed and implemented tone of voice and messaging guidelines supporting full organisational rebrand, improving brand consistency across all channels

- Delivered multi-channel campaigns across web, email, and social, contributing to an estimated 30% increase in employer engagement
- Produced high-impact content (press releases, website, blogs, scripts), supporting growth in learner applications by approx. 20%
- Managed content workflows and supported team delivery, maintaining output across high-volume campaign periods
- Contributed to brand repositioning within the care-sector training market, strengthening perceived quality and differentiation

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B2B Technology Copywriter

Twogether Agency | June 2022 – April 2024

Overview:

Delivered campaign and marketing copy for global technology brands within a specialist B2B agency environment.

Key Achievements:

- Created campaign messaging and content contributing to engagement increases of 25–40% across digital channels
- Delivered copy for global brands including Lenovo, Hitachi, and LSEG, supporting enterprise-level campaigns
- Translated complex technical propositions into accessible content, improving audience comprehension and interaction
- Contributed to multi-channel campaigns spanning email, web, video, and paid media
- Supported concept development and campaign ideation within cross-functional creative teams

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Lead Copywriter

Coaching.com (WBECS) | August 2018 – June 2022

Overview:

Led copywriting team across global coaching and learning platforms, supporting digital products, events, and campaigns.

Key Achievements:

Delivered high-converting sales and nurture campaigns contributing to revenue growth across global programme launches
Improved email engagement rates by an estimated 20–35% through refined messaging and audience targeting
Directed tone of voice across marketing channels, ensuring consistency across international campaigns
Led and mentored a distributed team of copywriters and freelancers
Supported large-scale virtual events with audiences in the thousands globally

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Earlier Roles

Marketing Manager – VSN International

Marketing Executive – Sagacity Solutions | Exemplas plc | Eckoh plc

Web Content Officer – University of Hertfordshire

KEY ACHIEVEMENTS

- **Defined brand voice** and messaging for Impact Futures Group and tend®, supporting repositioning as a premium training provider
- **Delivered campaigns for global organisations** including Lenovo, Hitachi, and LSEG, contributing to measurable engagement growth
- **Created ‘ReJOY’ CSR initiative**, demonstrating innovation in sustainability and cross-functional collaboration
- **Managed and developed copywriting teams** across agency and in-house environments
- **Published author** of *Taiden’s Truth* literary novel

Selected Projects

- **Lenovo VR/AR Campaign** – Delivered campaign brochure and supporting content for enterprise audience
 - **LSEG Fintech Video Campaign** – Concept and script contributing to strong engagement across digital channels
 - **tend® and The Childcare Company SEO Optimisation** – Produced and repurposed optimised content supporting improved search visibility and audience reach
 - **Systemic Team Coaching** – Delivered long-form web copy for global certification programme
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**Language that lands. Content that converts. Writing that resonates.
Choose Champion.**

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