

## Writer

Hyper-focused freelance writer for a multitude of publications passionate about emerging trends and the magnetic magic of everyday objects. Writes in a lively, vital and evocative style defined by a considered linguistic playfulness. Cares obsessively about exact diction, assonance and cadence.



### EDUCATION

First Class English BA at University of Birmingham  
A\* A\* A A at A Level at Wilson's School

### TECHNICAL SKILLS

Instagram, TikTok, Photoshop, LATER, Typeform, Facebook Ads, Mailchimp, Omnisend

### Selected clippings:

[The revival of the condom for The Guardian](#)

[Fashion and spoof telly for THE FACE](#)

[The joy of finding a missing pet for The Observer](#)

[A pint-sized history of pub fashion for Dazed](#)

[An oral history of Nuts TV for VICE](#)

[Breastfeeding in modern horror for The New York Times](#)

[The surprise staying power of Teletubbies for The Guardian Weekend](#)

[Burning art for The Guardian Weekend](#)

[The enduring symbolism of the swimming pool for Wallpaper](#)

[Shoplifting and the cost of living for Huck](#)

### REFERENCES

Brooke McCord at THE FACE: brooke@theface.com  
Sam Narr at KKA: sam.narr@kibbokiftagency.com  
Becky Burgum at VICE: becky.burgum@vice.com

## Freelance Journalist

2013 - Present

Words for: [The Guardian](#), [THE FACE](#), [The New York Times](#), [Sunday Times Style](#), [The Observer](#), [VICE](#), [GQ](#), [Time Out](#), [Wallpaper](#), [BBC Music](#), [Woo/ITV](#), [i-D](#), [Dazed](#), [NME](#), [Huck](#), [The Independent](#), [The Metro](#), [Red Bull](#), [WePresent](#), [Cosmopolitan](#), [Soho House](#), [Shortlist](#), [Mixmag](#), [Elle](#), [More or Less](#), [The Fence](#)

I have written thousands of articles for the world's most prestigious publications and revered style bibles. A week's work experience at NME when I was 15 led to me becoming a paid contributor in the same year. At 18 I began to write for VICE UK and its verticals, becoming one of the platform's most prolific contributors. I continued my focus on music and nightlife by landing a role as a regular writer for Time Out at BBC Music and curating Eventbrite's gig calendar.

I soon diversified into culture and the visual arts, voraciously gaining bylines across print and digital for the likes of Dazed, THE FACE and The Guardian. Last year - at 26 - I secured my first cover story for The Observer Magazine.

## Branded Writer at THE FACE & Dazed

2022 - Present

Clients include: Gucci, adidas, Vans, Nike, FLANNELS, Squarespace, Vestiaire Collective, ASICS, New Balance, On, Aries, PUMA, Moncler, Dr. Martens, Baracuta, Palace, Marshall, PEPSI, Stone Island

I have carved out a niche as a branded fashion content writer for two of the world's most respected pop culture publications: THE FACE & Dazed. My work with THE FACE has led me to become their go-to branded writer working 2-3 days every week, producing editorials and strategy, plus social and event copy.

## Freelance Copywriter & Social Media Manager

2019 - Present

Clients include: Mulberry, More or Less, DUST, Beat, Viron, Roam & Kibbo Kift Agency

Experienced copywriter and social writer with a chameleon ability to adapt to new tones of voice. Previously, I have written 360-copy for sexual wellness brand Roam and vegan shoe brand Viron. I am still the Social Media Manager for More or Less magazine and regularly contribute to its print edition. I am also the copywriter for Kibbo Kift, a sustainable performance agency.

## Social Manager & Fashion Writer at tmrw

2019 - 2022

Excelled in a central role for tmrw magazine as both Social Manager and Fashion Writer, writing hundreds of articles for online and print and single-handedly growing the Instagram channel from 32K to 108K followers. Pioneered a sustainable fashion column and strategised issue launches for the likes of Kylie Jenner, The Weeknd, Sydney Sweeney, Addison Rae and Emma Chamberlain.

## Social Manager at F is for FENDI

2019 - 2020

Recommended by the editor of i-D, I became Social Manager of FENDI's F is for FENDI Gen-Z offshoot before I graduated, overseeing growth from 70K to 126K and writing show reports.