

Harriet Pritchard

# CONTENT PORTFOLIO

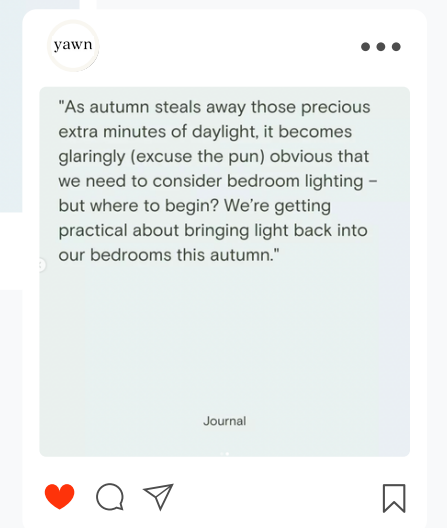
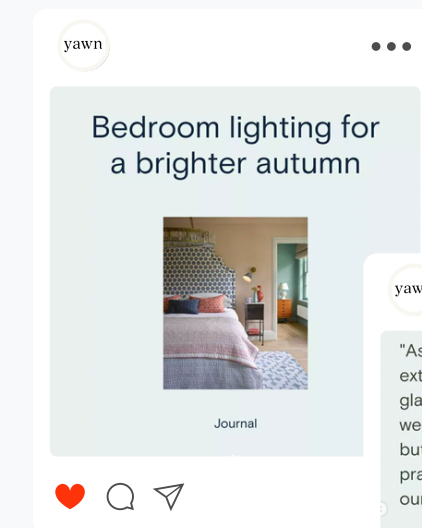
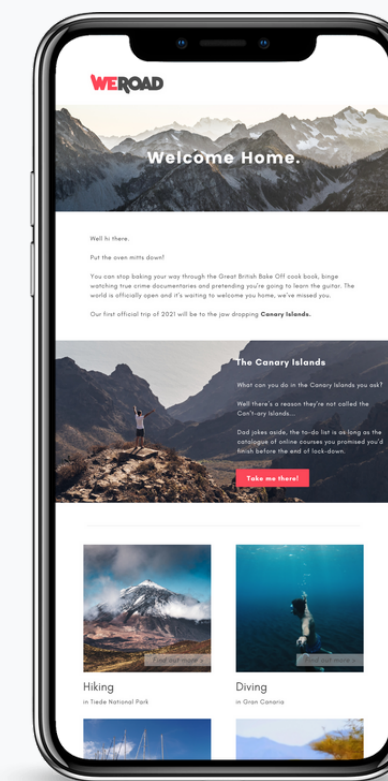
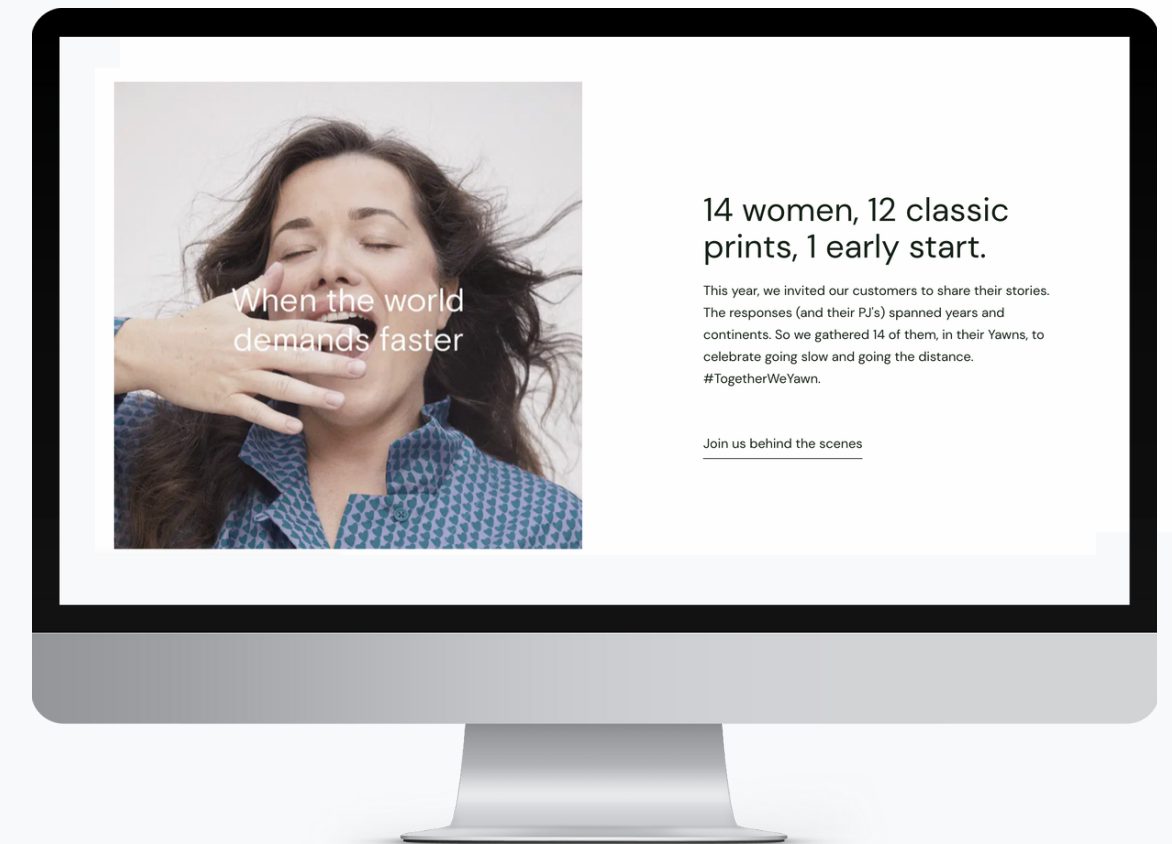
 [harrietpritchard.com](https://harrietpritchard.com)



Content Marketer

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# ABOUT ME

**Hi, I'm Harriet.**

With over five years digital marketing experience and a passion for written and visual content, I specialise in content marketing that enhances brand values.

I create and manage digital content across key marketing channels - including web copy, email, blog, and social media.

My work develops brand personality whilst remaining succinct and approachable.

My core professional skills:

- Creative copywriting
- SEO
- Email marketing
- Implementing and managing multi-channel marketing campaigns
- Time management

Programs and platforms:

Klaviyo - Mailchimp -Shopify - Canva - Facebook - Instagram - LinkedIn - Google Analytics - Sked Social - Hootsuite - Wordpress



**Digital Marketer Level 3 - Distinction**

*IfATE (Institute for Apprenticeships and Technical Education)*



**The Fundamentals of Digital Marketing**

*Google*



**BSC Level 3 - Principles of Coding**

*The Chartered Institute for IT*



**Certification in Security Awareness**

*Cybsafe*



**Digital Marketing Foundation**

*Avado*



**Advanced Google Analytics**

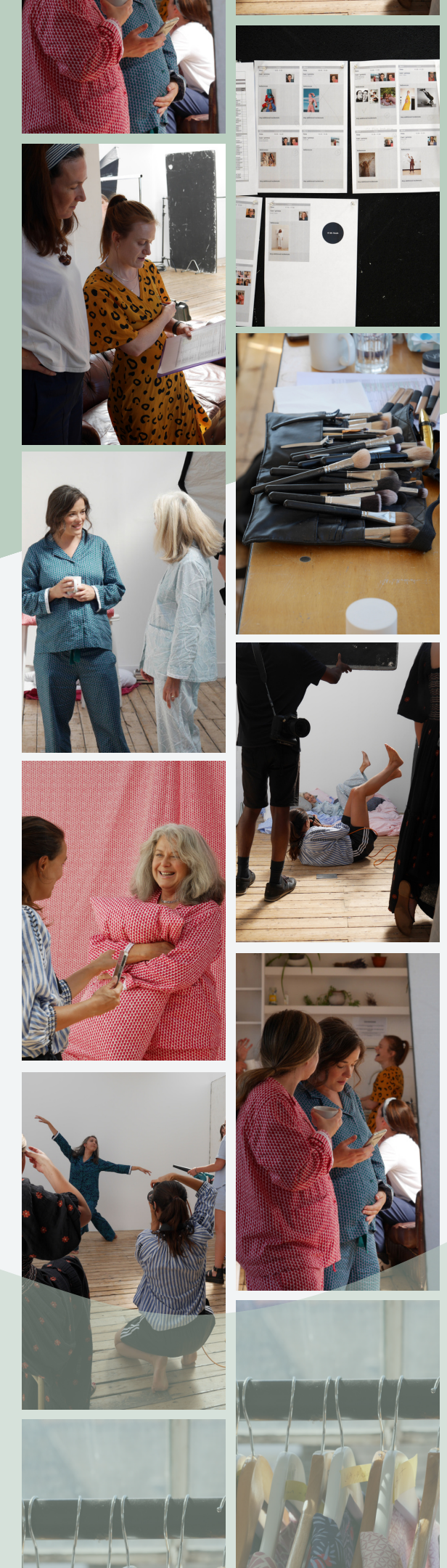
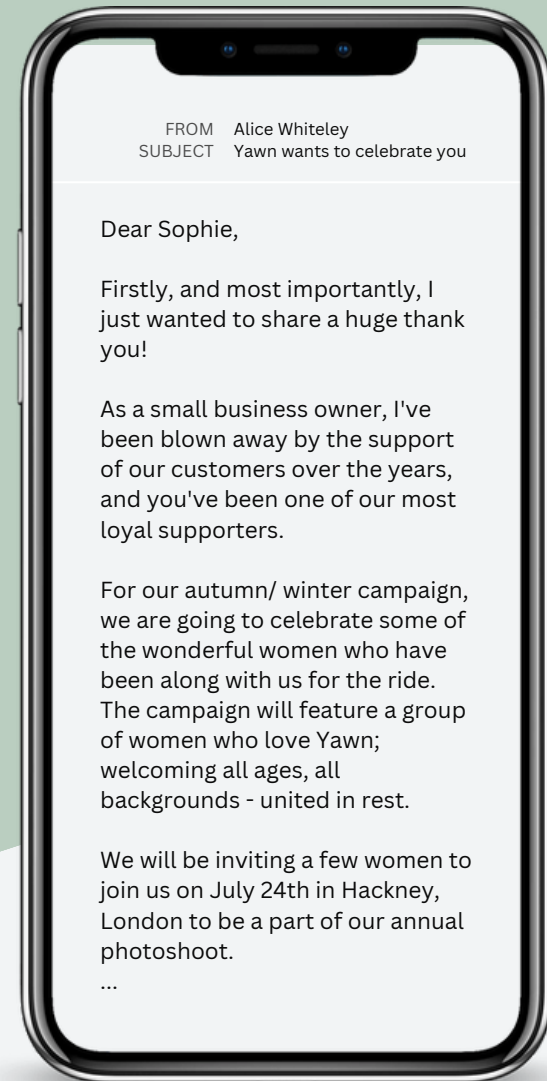
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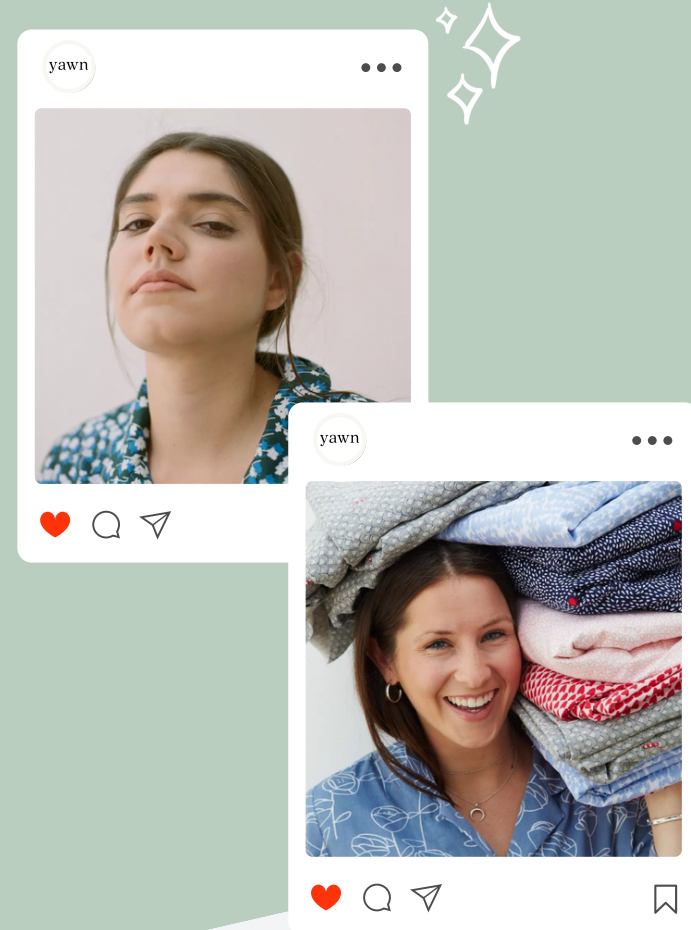
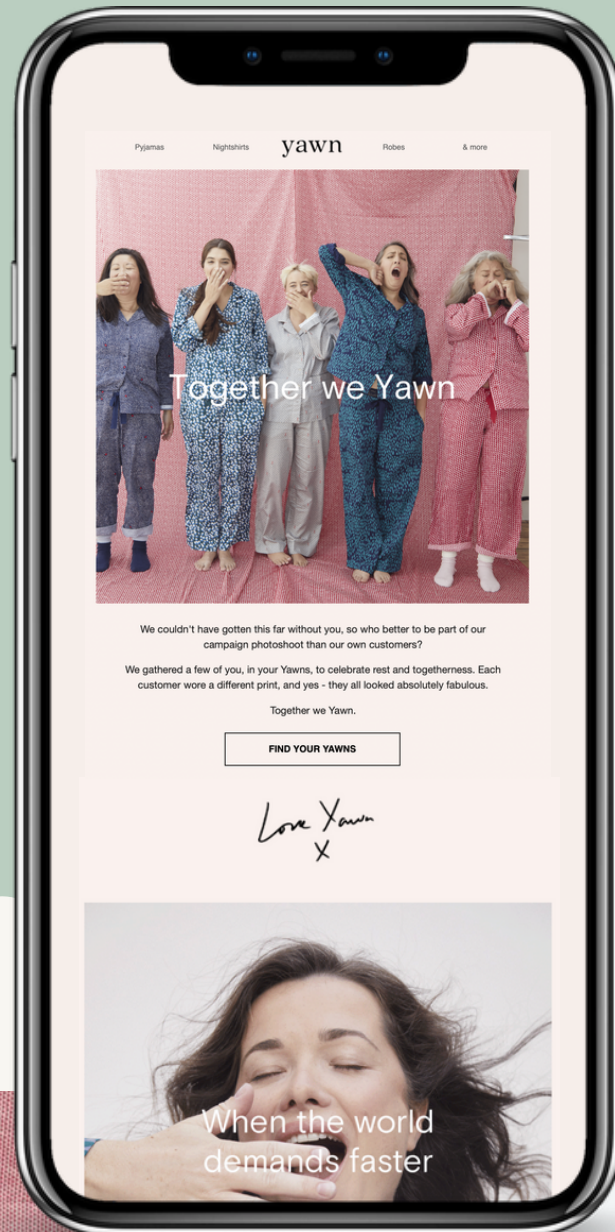
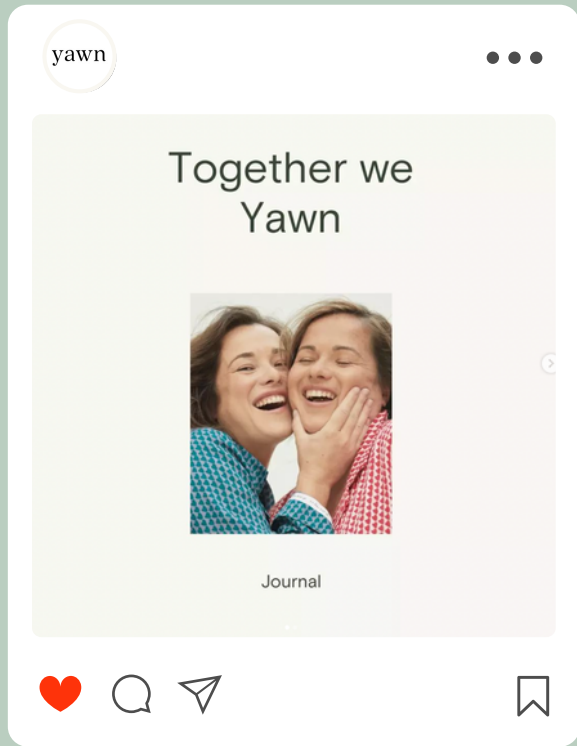
# Together We Yawn

Yawn is an organic pyjama eCommerce brand. I was the in-house Marketing and Content Manager for two years and continue to work with Yawn on a freelance basis.

'Together We Yawn' was the autumn / winter 2022 campaign. The campaign brought together 14 of Yawn's real customers to highlight the positive customer experience with the product.

I conceived the concept and managed the planning, implementation and dissemination of all content across Yawn's digital marketing channels. This included; website, blog, social media and email.





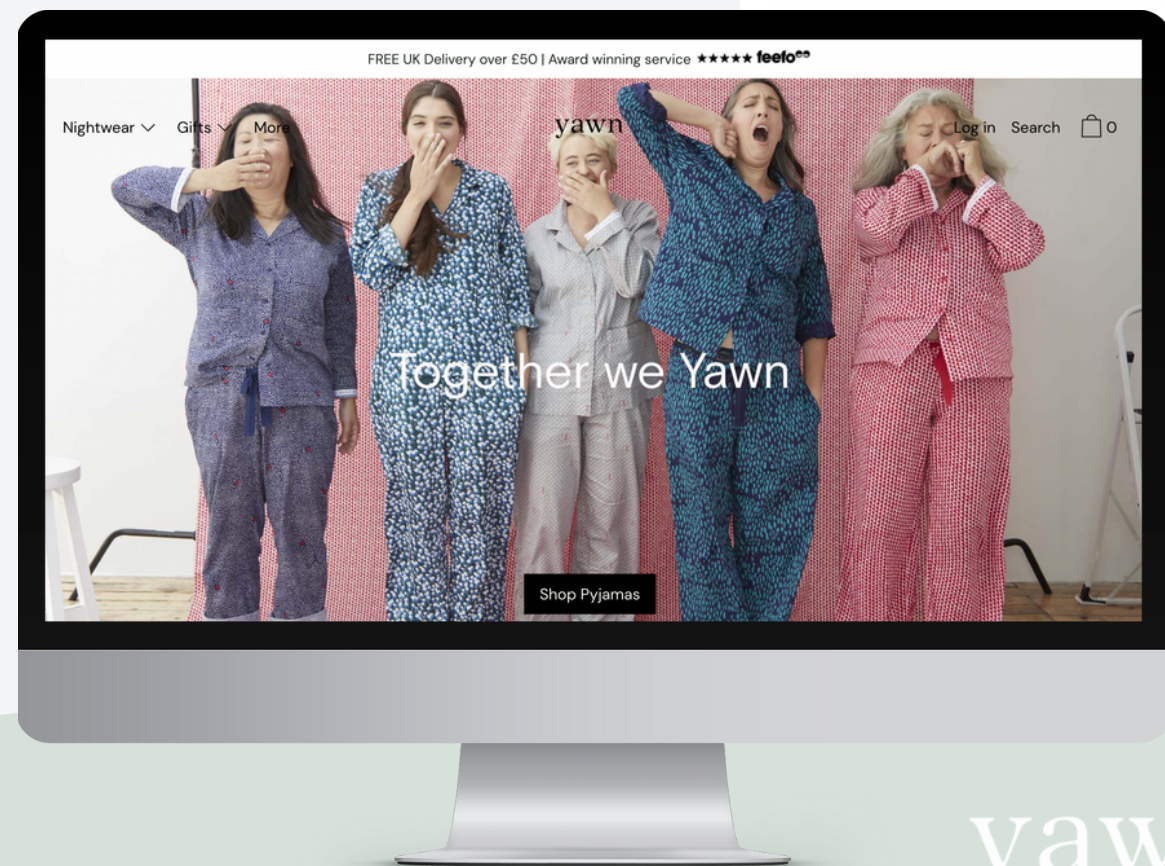
# Together we Yawn

By Harriet Pritchard  
September 09, 2022

It started with an invitation...

'We couldn't have gotten this far without your support. So we'd like this year's photography to celebrate you in your Yawns. If this sounds like fun, please reply to this email.'

[Read More](#) ←



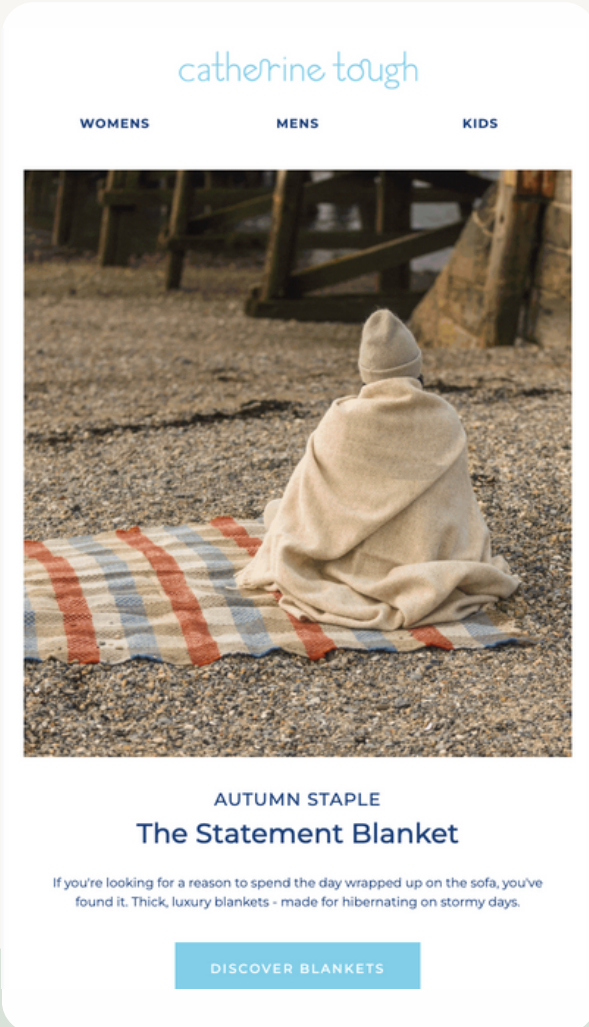
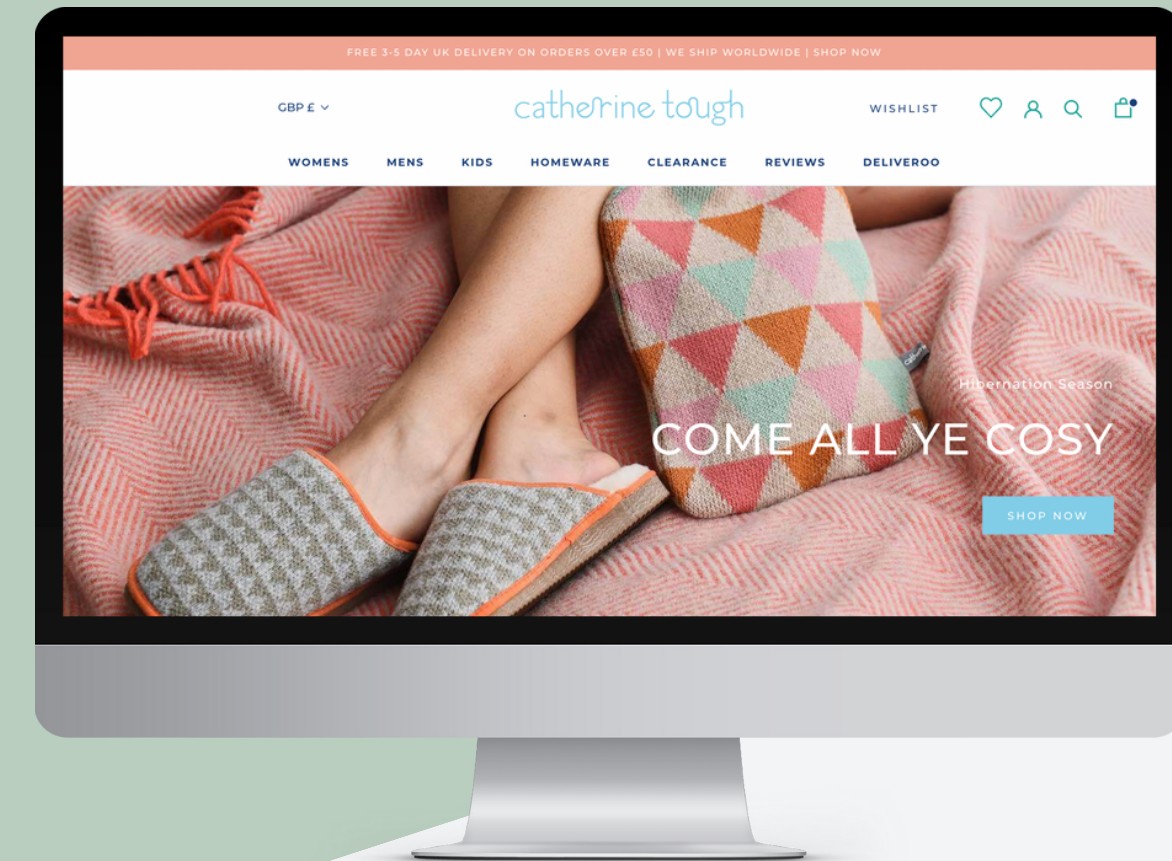
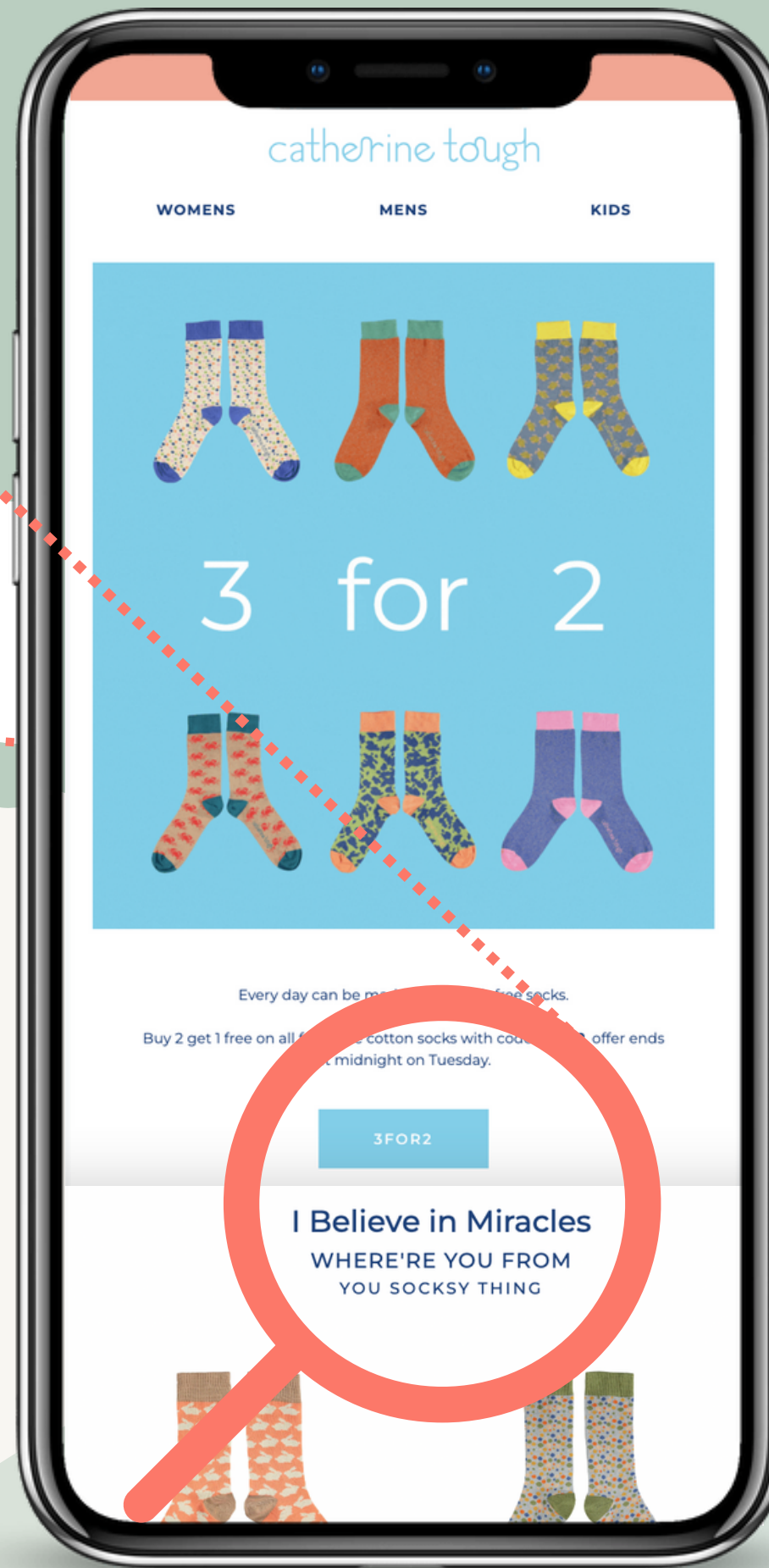
# Catherine Tough

Catherine Tough is an independent knitwear brand, specialising in hand-knitted products and beautifully designed socks.

I manage the branded email marketing. The brand copy style is lighthearted, comfort-oriented, and personable.



I Believe in Miracles  
WHERE'RE YOU FROM  
YOU SOCKSY THING



**Catherine Tough** 21/09/2023  
3 for 2 | Cotton feet treats 🧦  
You socksy thing

**Catherine Tough** 27/10/2023  
FINALLY, scarf weather 🧣  
Summer's great, but have you heard of autumn accessories?...



catherine tough

# WeRoad

To broaden their appeal to British tourists aged 18-25, WeRoad planned to launch their first British campaign in 2021.

This included an email and social posts to appeal to this specific demographic.

The campaign was cancelled due to the ongoing impact Covid-19 had on international travel in 2021.

Well hi there.

Put the oven mitts down!

You can stop baking your way through the Great British Bake Off, binge watching true crime documentaries, and pretending you're going to learn the guitar. The world is officially open and it's waiting to welcome you home, we've missed you.

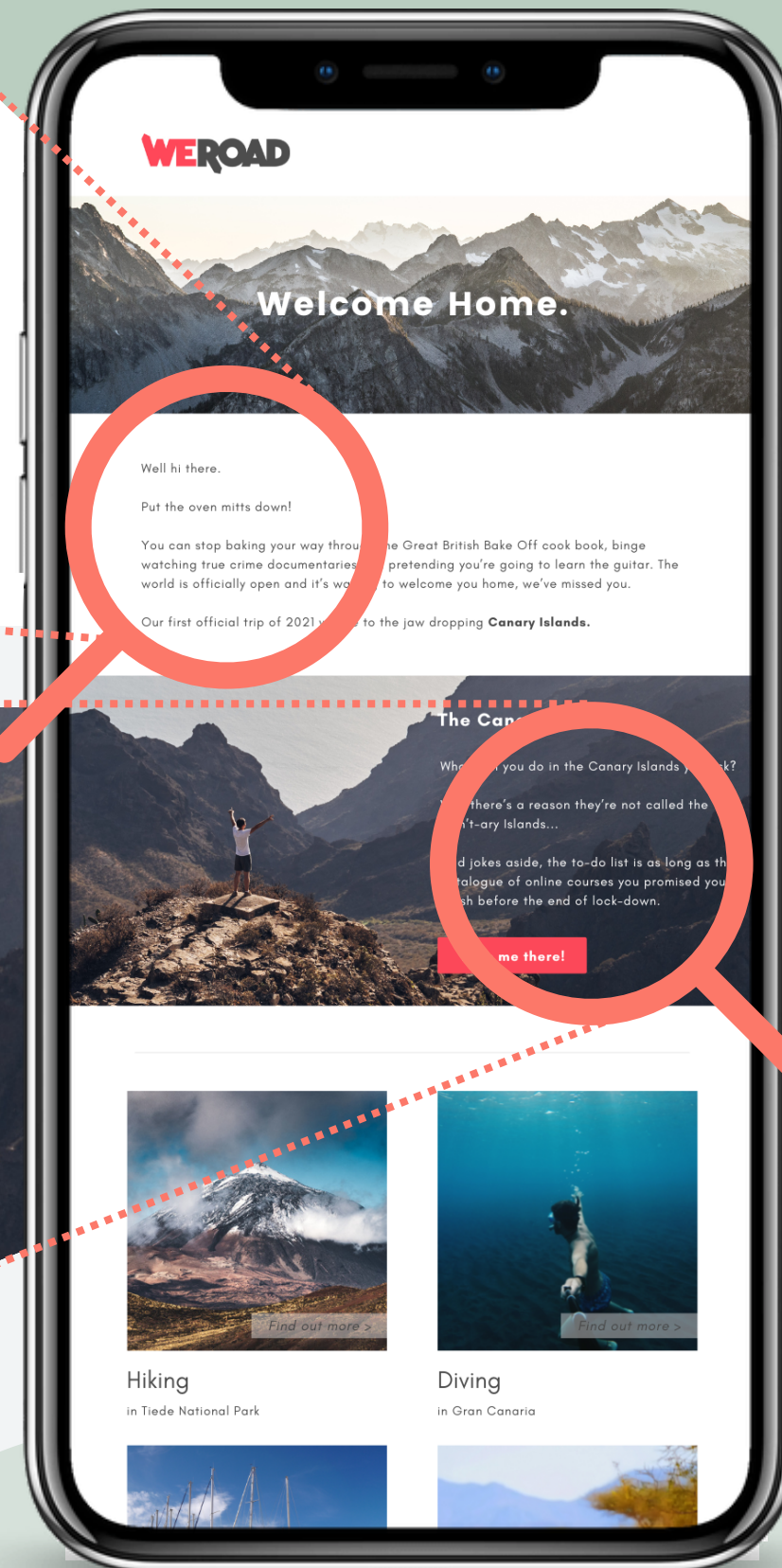
Our first trip of 2021 will be the jaw dropping **Canary Islands**.

## The Canary Islands

What can you do in the Canary Islands you ask?

Well there's a reason they're not called the Can't-ary Islands...

Dad jokes aside, the to-do list is as long as the catalogue of online courses you promised you'd finish before the end of lock-down.

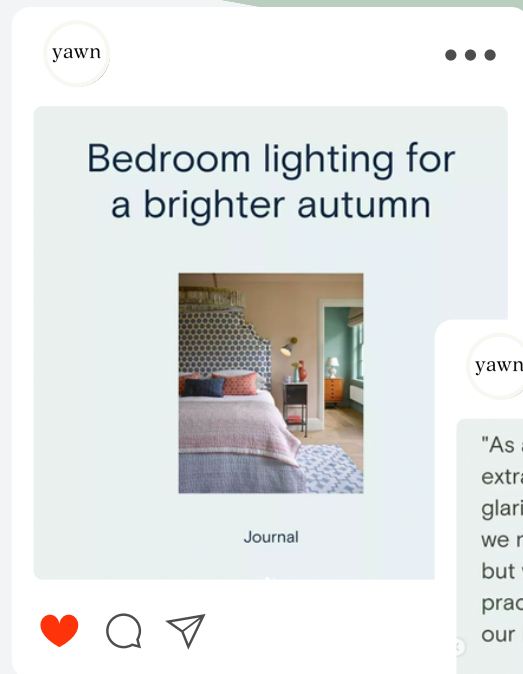
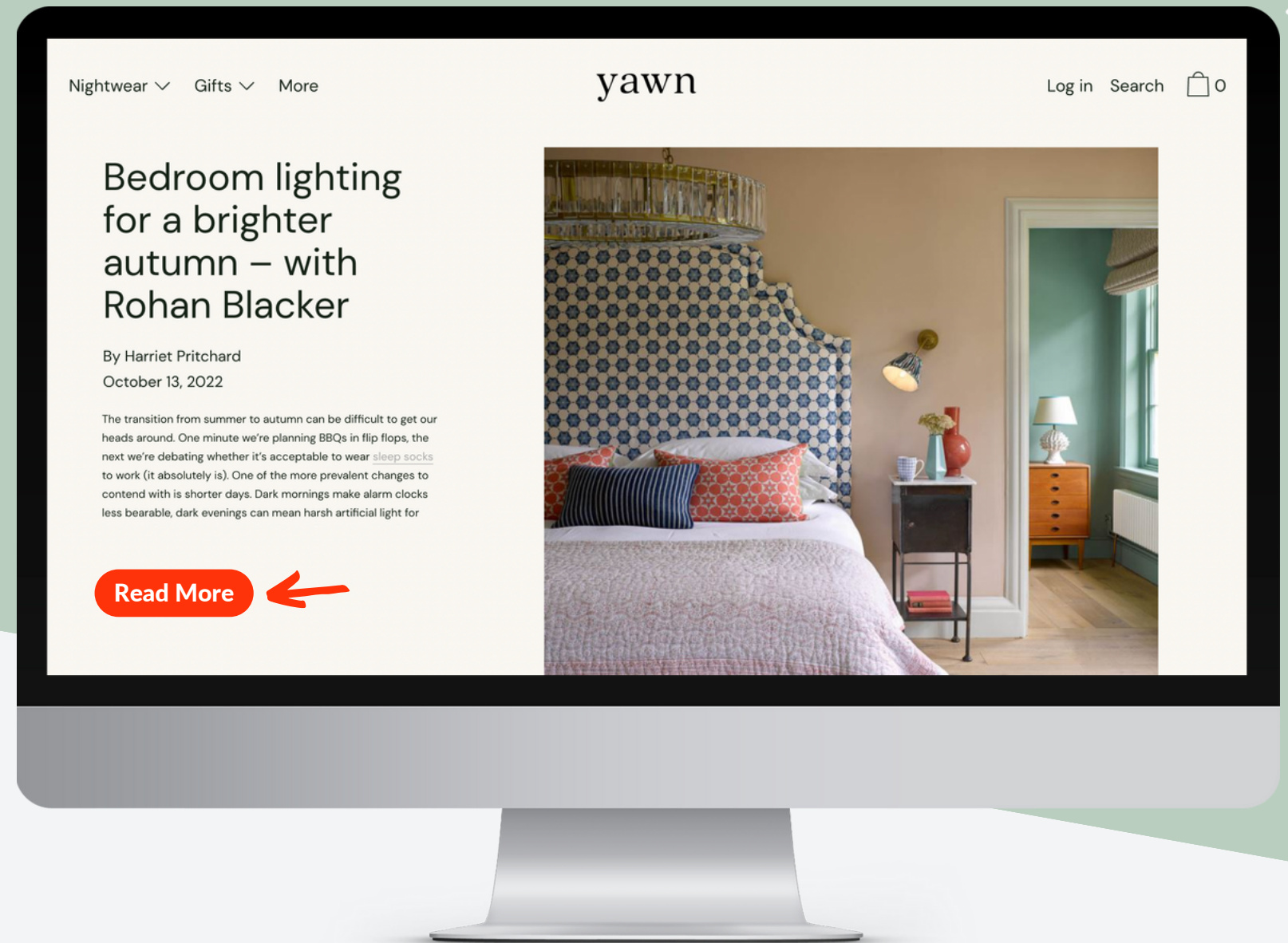


# Pooky

Pooky is a contemporary interior brand, specialising in beautiful, decorative lighting. I reached out to them on behalf of Yawn as our customer survey indicated a customer interest in interior design. A partnership with Pooky was conducive to a cross-pollination of relevant audiences.

The Pooky x Yawn campaign objective was to drive email sign-ups through a collaborative competition. In support of the campaign I produced blog, email and social media content.

The competition resulted in **1700** newsletter sign-ups.



pooky



# Fatty's Organic Spirits

Yawn's customer survey suggested that 'organic' is both a customer interest and a buying behaviour. Therefore a partnership with an organic brand with aligned values would likely yield an engaged overlapping audience.

Fatty's Organic Spirits is a 100% organic and sustainable artisan spirits brand. Yawn partnered with Fatty's for a collaborative summer competition to accompany the launch of the 'Pink Bums & Roses' pyjama print. The objective of the competition was to drive email sign-ups through competition entries.

As part of the campaign, I produced blog, email, social media and YouTube content.

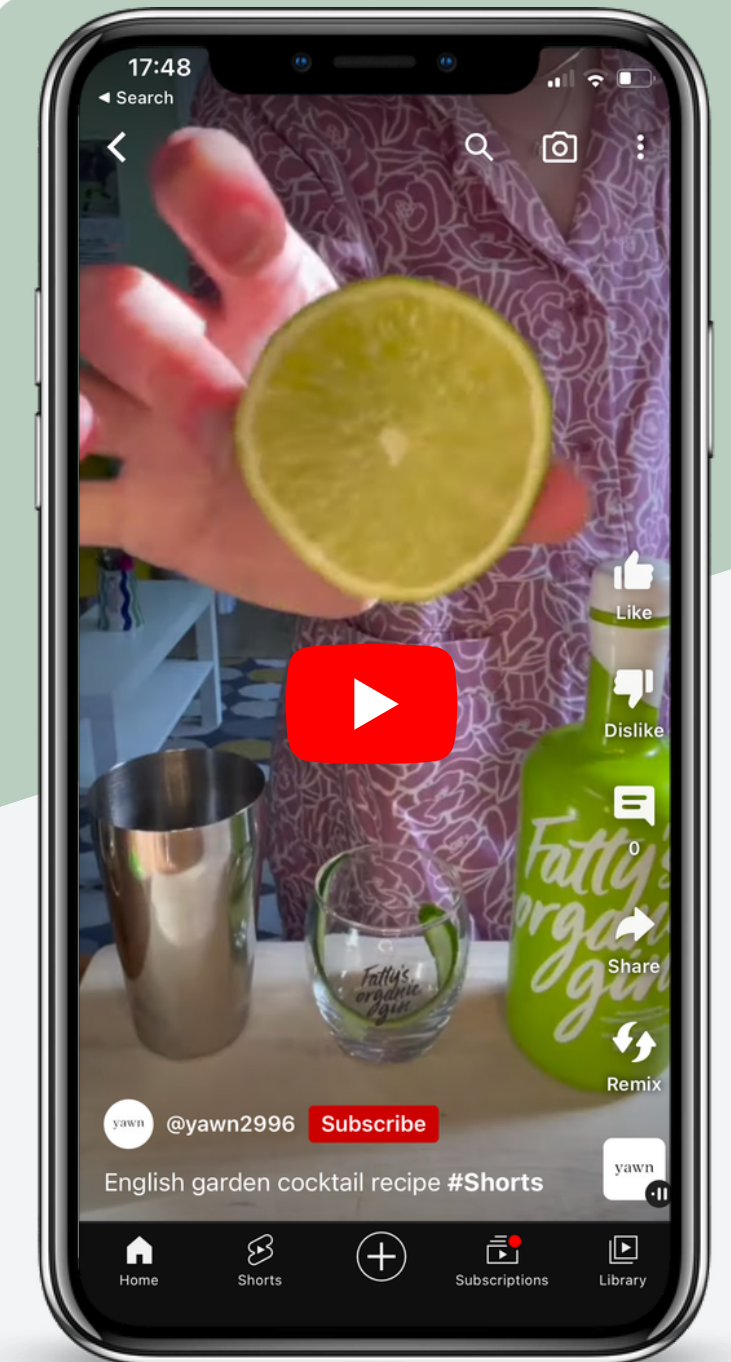
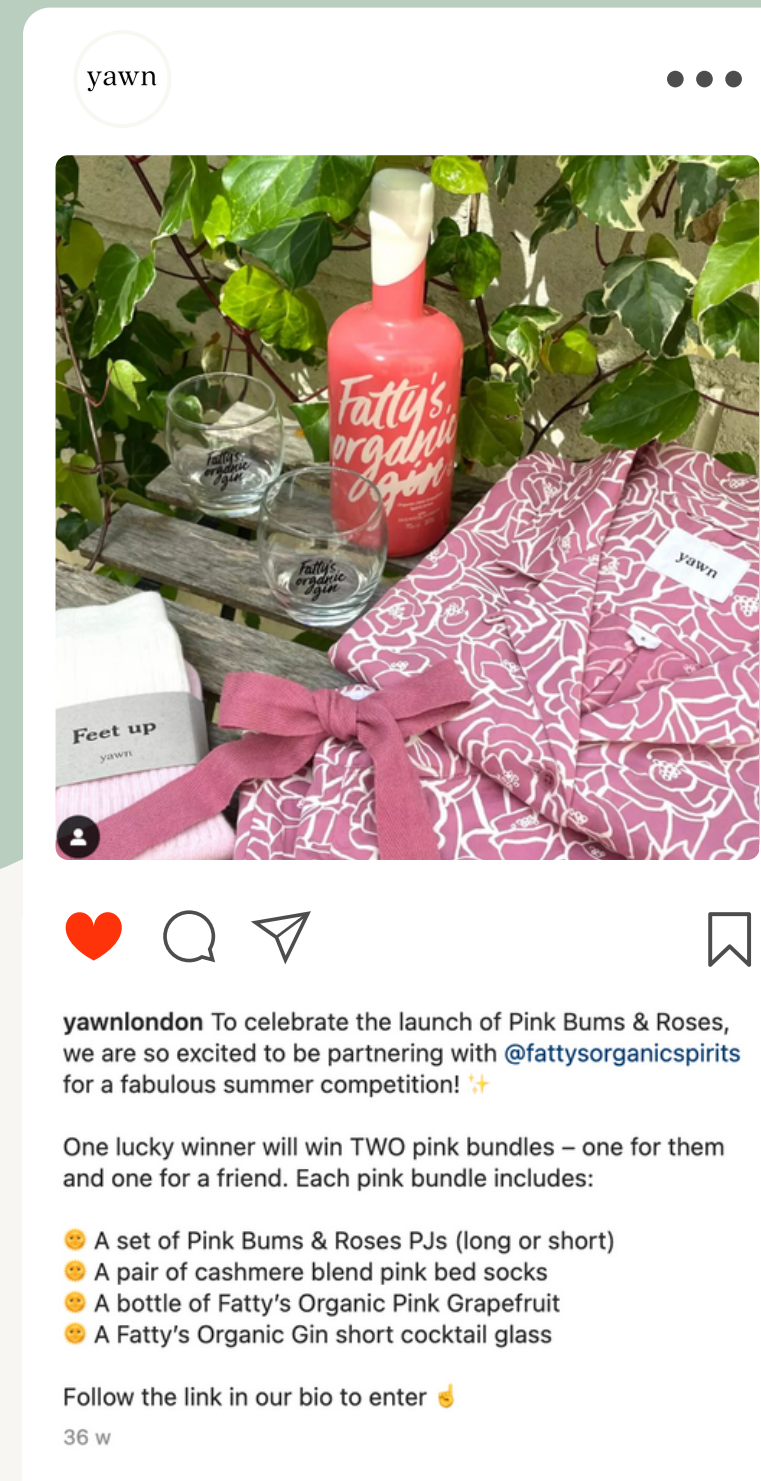
The competition resulted in 2300 email sign-ups.

## 4 easy organic cocktail recipes

By Harriet Pritchard  
July 05, 2022

Looking to become the hostess with the most delicious cocktails? We have 4 easy organic cocktail recipes to see you through cocktail season.

Read More



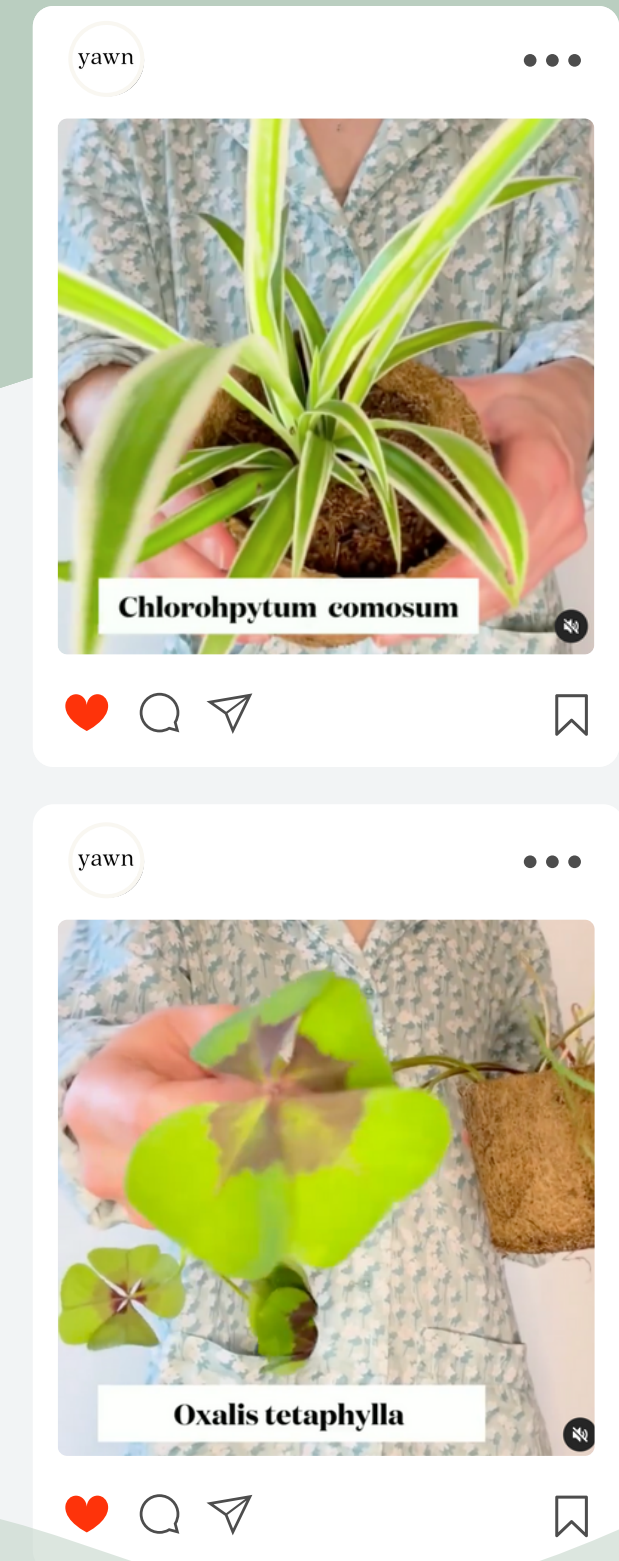
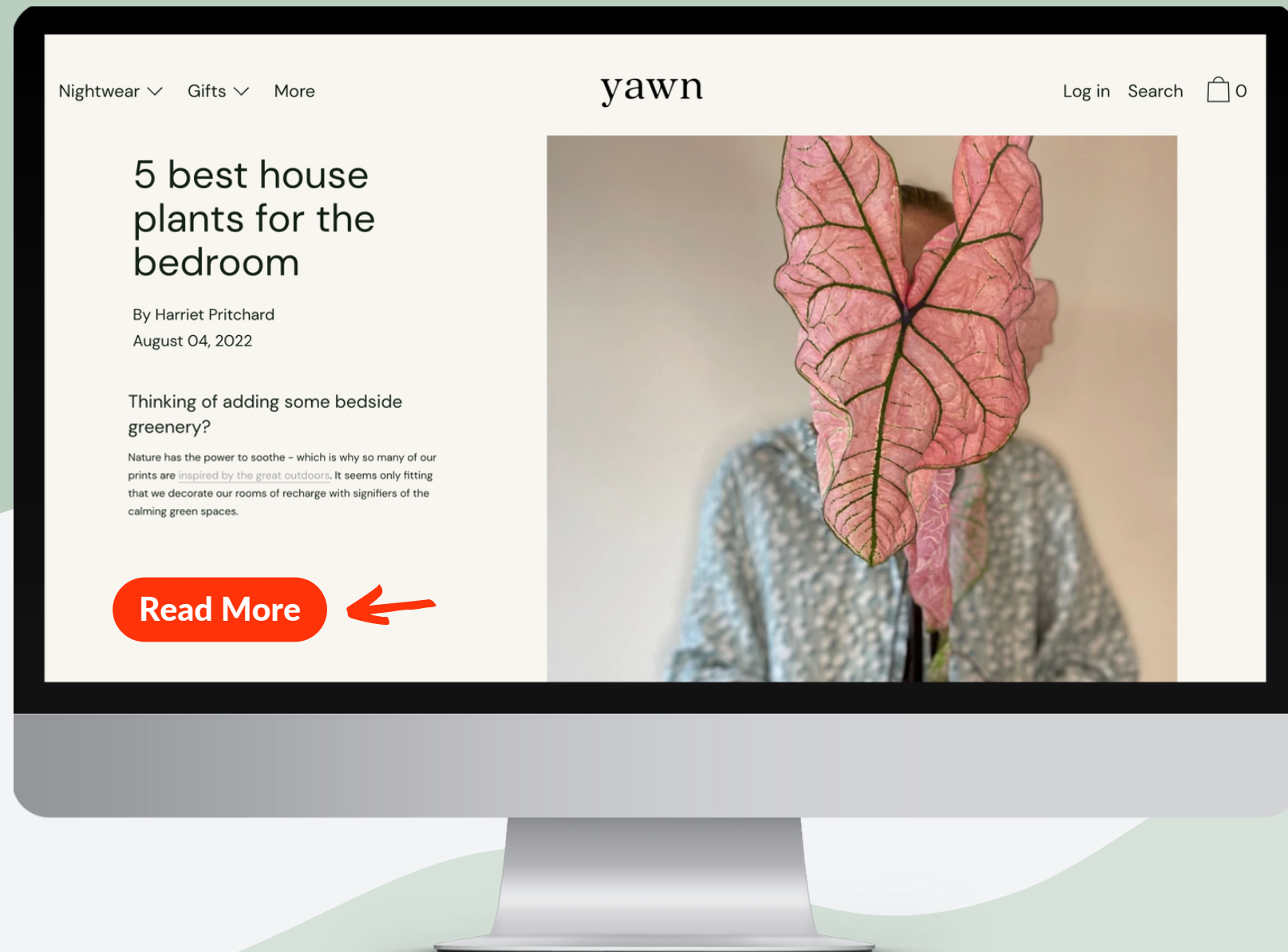
Fatty's Organic Spirits

# Harriet's Plants

Harriet's Plants is a sustainable, peat-free plant shop. The Yawn x Harriet's Plants partnership appealed to the overlapping audience interest of sustainable organic brands.

The content surrounding the competition sought to further the campaign objective of increasing Instagram followers through a collaborative competition.

The campaign resulted in **620** new Instagram followers.



HARRIETS  
PLANTS

# SAY HI

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Harriet Pritchard