Harriet Pritchard

CONTENT PORTFOLIO



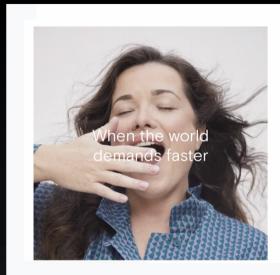


Content Marketer

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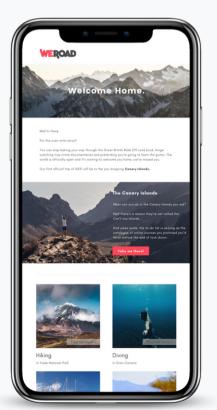
11 **Contact details**



14 women, 12 classic prints, 1 early start.

This year, we invited our customers to share their storie The responses (and their PJ's) spanned years and continents. So we gathered 14 of them, in their Yawns, to celebrate going slow and going the distance. #TogetherWeYawn

Join us behind the scenes





...

"As autumn steals away those precious extra minutes of daylight, it becomes glaringly (excuse the pun) obvious that we need to consider bedroom lighting but where to begin? We're getting practical about bringing light back into our bedrooms this autumn."

 \square

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

Google



Together We Yawn

'Together We Yawn' was the autumn / winter 2022 campaign. The campaign brought

and email.



Dear Sophie,

Firstly, and most importantly, I just wanted to share a huge thank you!

As a small business owner, I've been blown away by the support of our customers over the years, and you've been one of our most loyal supporters.

For our autumn/ winter campaign, we are going to celebrate some of the wonderful women who have been along with us for the ride. The campaign will feature a group of women who love Yawn; welcoming all ages, all backgrounds - united in rest.

We will be inviting a few women to join us on July 24th in Hackney, London to be a part of our annual photoshoot.



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yawn

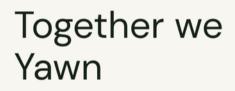
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"We'd never done anything like this before (and nor had our customers). Like most clothing brands, we were used to the wheel of casting, models, lighting, post production etc. This year we wanted to do something meaningful, to celebrate the amazing relationship we have with all of you."

Journal ♥ Q 🦻 \Box



Love Your



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.



ogether we Yawn

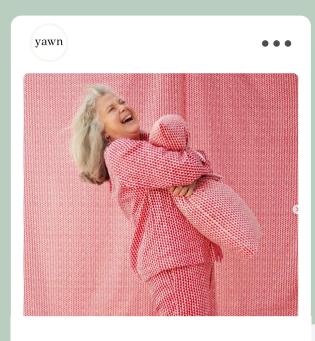


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♥ Q ₹



...



♥ Q ₹

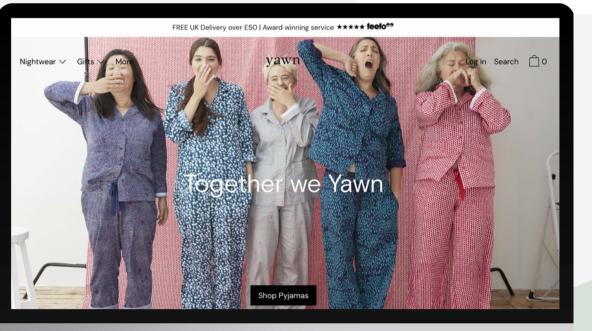
yawnlondon Pyjamas that pop 🍾

This photo was taken of one of our fabulous customers during our latest campaign shoot. Fourteen of our real customers came together for a day of pyjamas, laughter and joy. Find out more via the link in our bio.

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#TogetherWeYawn

18 w



yawn 05

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



AUTUMN STAPLE The Statement Blanket

If you're looking for a reason to spend the day wrapped up on the sofa, you've found it. Thick, luxury blankets - made for hibernating on stormy days.

DISCOVER BLANKETS

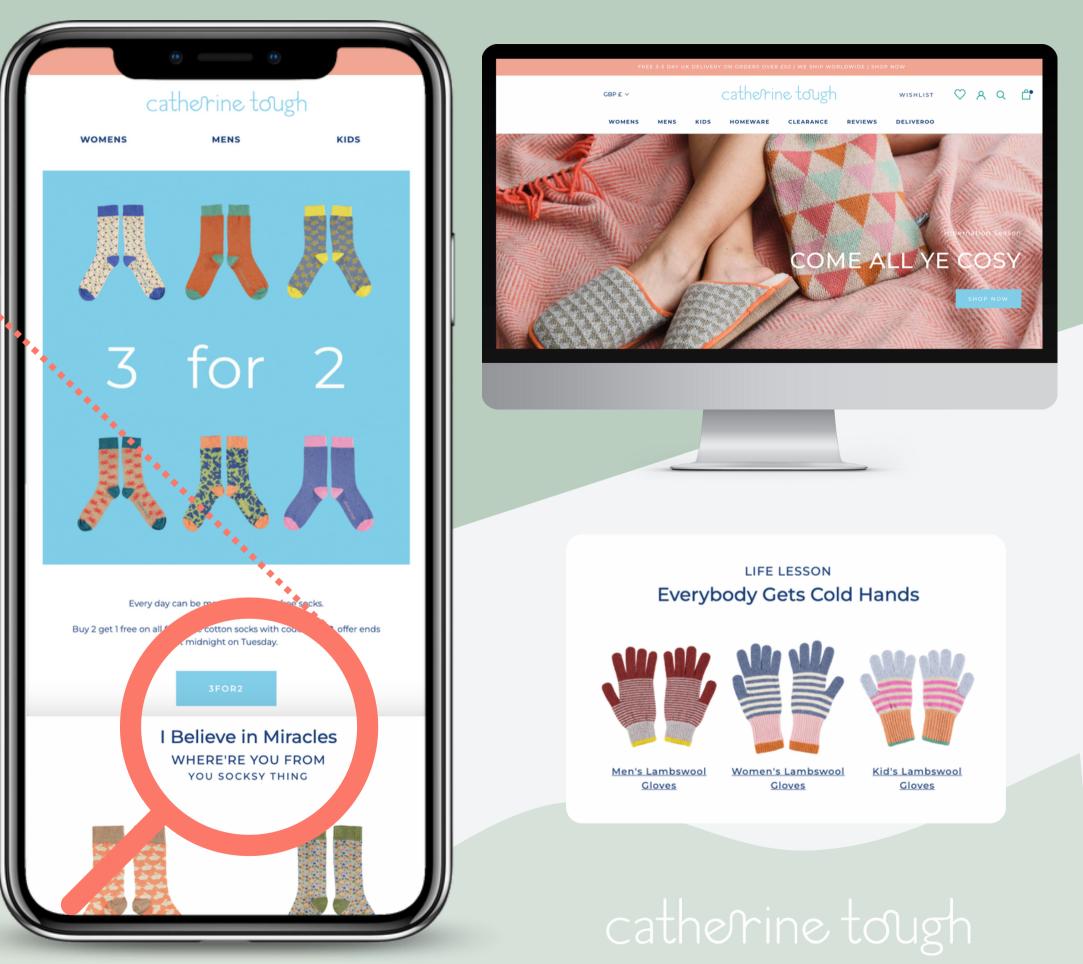
Catherine Tough21/09/20233 for 2 | Cotton feet treats You socksy thing

Catherine Tough

27/10/2023

FINALLY, scarf weather **2**

Summer's great, but have you heard of autumn accessories?...



06

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.

...

 \Box

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.

1

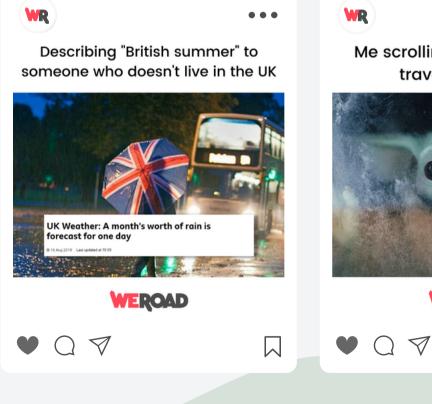
Our first trip of 2021 will be the jaw dropping **Canary Islands**.

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...

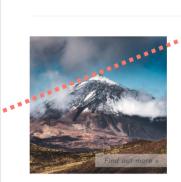
Dad jokes aside, the to-do list is as long as the catalogue of online courses you promised you'd finish before the end of lock-down.



Me scrolling through my old travelling photos



WEROAD



WEROAD

Well hi there

Put the oven mitts down!

You can stop baking your way th

watchina true crime documentar

world is officially open and it's wo

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Welcome Home.

Great British Bake Off cook book bing

pretending you're going to learn the gu

welcome vou home, we've missed vo

The Car

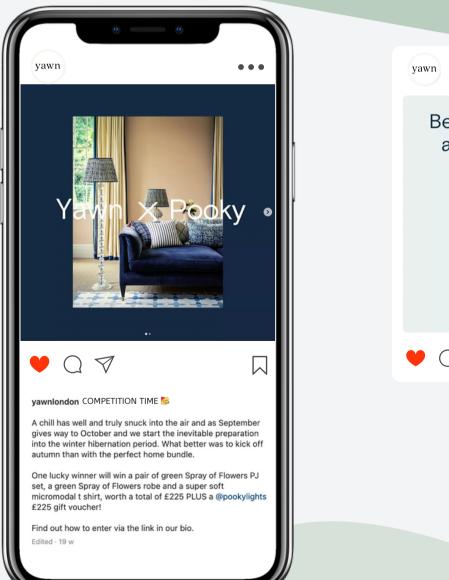
Hiking in Tiede National Park

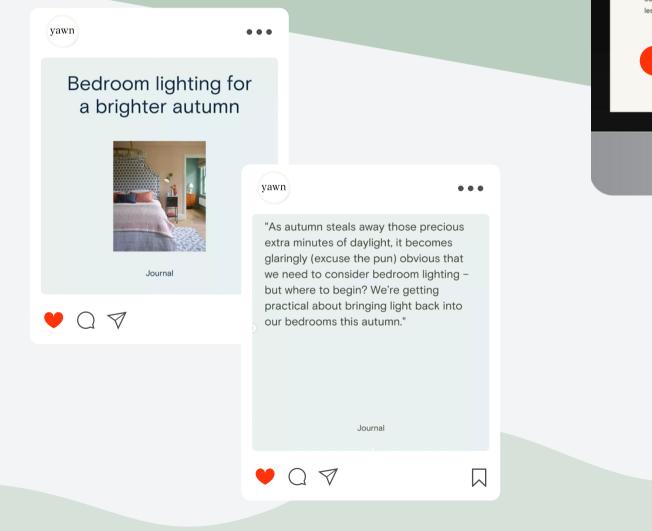
Diving in Gran Cana



Pooky

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





Nightwear ∨ Gifts ∨ More

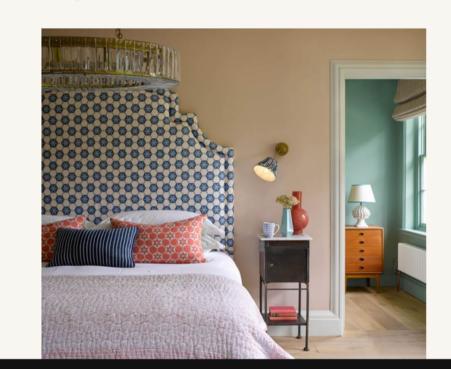
Bedroom lighting for a brighter

autumn – with **Rohan Blacker** By Harriet Pritchard October 13, 2022

Read More

yawn

Log in Search 🗍 0



The transition from summer to autumn can be difficult to get our heads around. One minute we're planning BBQs in flip flops, the next we're debating whether it's acceptable to wear sleep socks to work (it absolutely is). One of the more prevalent changes to contend with is shorter days. Dark mornings make alarm clocks less bearable, dark evenings can mean harsh artificial light for

pooky

08

Fatty's Organic **Spirits**

Fatty's Organic Spirits is a 100% organic and sustainable collaborative summer competition to accompany the launch of

and YouTube content.

The competition resulted in **2300** email sign-ups.





yawn

for a fabulous summer competition!

One lucky winner will win TWO pink bundles – one for them and one for a friend. Each pink bundle includes:

Follow the link in our bio to enter s 36 w

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.





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yawnlondon To celebrate the launch of Pink Bums & Roses, we are so excited to be partnering with @fattysorganicspirits

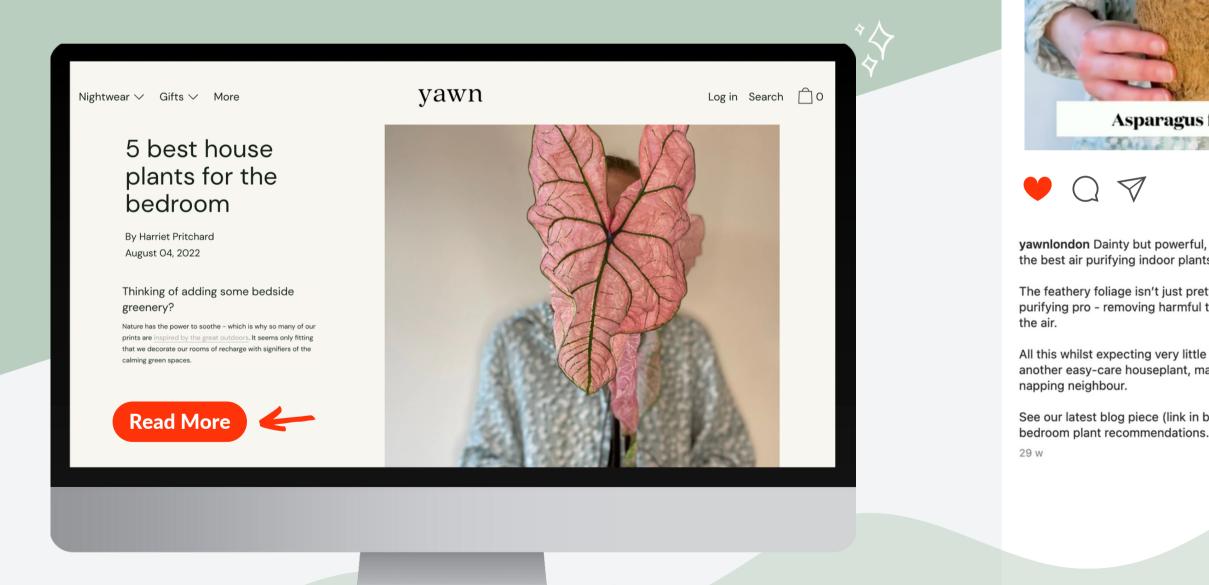
A set of Pink Bums & Roses PJs (long or short) A pair of cashmere blend pink bed socks A bottle of Fatty's Organic Pink Grapefruit A Fatty's Organic Gin short cocktail glass



Fatty's Organic Spirits

Harriet's **Plants**

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





yawn

yawnlondon Dainty but powerful, this asparagus fern is one of the best air purifying indoor plants around.

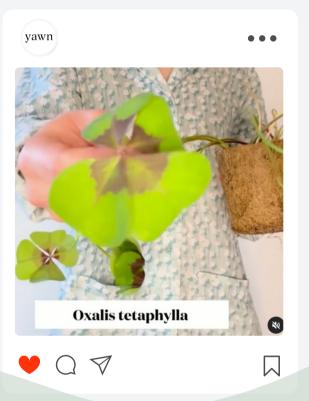
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The feathery foliage isn't just pretty to look at, it's also a purifying pro - removing harmful toxins such as benzene from

All this whilst expecting very little in return, these guys are another easy-care houseplant, making them an excellent

See our latest blog piece (link in bio) for all @harriets.plants's





H A R R I E T S PLANTS

SAY HI



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Harriet Pritchard