



WRITER

EMILY FORD

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ELEVATOR PITCH

Professionally punny, captivatingly creative.

Published far and wide across the web and in print, there's not a box I can't break out of, a tone I can't master or a deadline I can't beat.

PUBLISHED

- My short story is published in the Brick Lane Book Shop Short Story Prize anthology 2023, where I was proud to make it into the judges' shortlist.
- My poetry, creative writing and essays are featured in prestigious literary journals and writing platforms across the industry, including The Rialto, issue 96 and The Moth summer issue alongside many others. Find out more [here](#).
- I have two poems in 'Words from the brink', an anthology against the climate crisis due to be published by Arachne Press.
- My journalistic content is available for viewing [here](#).

EDUCATION

- 2:1 BA degree in English Literature with Creative Writing, University of East Anglia
- A-Levels: 3 A*s
- GCSEs: 10 A*s, 1 A



WORK EXPERIENCE

FREELANCE WRITER | SEPTEMBER 2021 – PRESENT

- I've written an award-winning TV ad script for MIND among many DRTV, radio and social video scripts for charities such as NSPCC, Great Ormond Street Hospital and other high profile chairities.
- Working agency-side, I've collaborated with ADs and CD's to craft everything from integrated campaigns, to DM appeals. Concepting campaigns and crafting all asset copy.

WRITER | OCTOBER 2020 – SEPTEMBER 2021

- My work was published by nine literary journals/eazines during this time, including one of the most prestigious literary journals in the UK, The Rialto. See full list [here](#).

COPYWRITER | SEPTEMBER 2019 – OCTOBER 2020

Blackbridge, Employer Branding Agency

- I won a pitch for an Aviva graduate attraction campaign.
- Nearly every job that passed through the agency went through me, I saw projects through from concept stage to final copy.
- I wrote everything from video scripts, to whole brochures, to multichannel campaigns.
- My clients included Aviva, KPMG, Rolls-Royce, Amey and many other high-profile corporate organisations.
- I established new TOV for the agency, which has become the backbone of their rebrand.

COPYWRITER | 2016–2019

On Agency, Charity Advertising Agency

- I was the lead copywriter on big clients such as Oxfam, Shelter, WaterAid and FOUR PAWS.
- I shaped imaginative concepts into being, plus crafted long and short copy for projects that ranged from integrated, multichannel campaigns, to DM appeals, to Out Of Home advertising suites.
- My work beat campaign targets repeatedly, raising 200% of the target income for a FOUR PAWS appeal and outdoing 10 years of appeals for Oxfam.

FREELANCE WRITER | 2015 – 2016

Trusted Housesitters

- I increased traffic to the website with topical content.
- I pitched ideas and wrote around the marketing calendar to resonate with their pet-mad, family-orientated audience.

Lifhack

- My articles covered a range of topics, from fiscal, to beauty, to travel.
- I drew traffic to the website and converted click-throughs into shares.

Design My Night

- I turned out articles to tight deadlines, including features, reviews and listicles.