



My Portfolio

Just in case you fancy a snoop...



Rebecca Cotzec

Brand Strategy & Copywriting

*Crafting Distinctive Brand
Personalities for Over a Decade |
Elevating Your Brand's Story*

Contents

2.

About Me

A super quick introduction, just so you know I'm the real deal.

4.

I am...

Here's what I'm up to at the moment.

6.

Samples of Previous Work

I've done a lot over the past decade, so here's a small selection

3.

Brief Work History

Here's a brief overview of how I've spent the last ten years

5.

I Do...

A shameless plug of all the services I offer.

7.

Certificates

Because I'm still a swot and love learning new things.

Rebecca Cotzec

The Copywriting Queen | Crafting
Distinctive Brand Personalities For Over
A Decade

Personal Mission Statement

I've often been told I care too much, which doesn't translate well for many things, but you can be damn sure that when I work with a brand, I make sure they get the best results and nothing less.

Contact Info + Links



07527536453



rebeccacotzec.co.uk



rebeccacotzeccopy@gmail.com

Areas of Expertise

- Strategy led copywriting
- Branding, including tone of voice and helping you stand out from the crowd.
- Copy editing, making your current copy work harder and convert more customers.

Brief Work History

Senior Sales & Marketing

RTC Safety Surfaces
(Construction)

Leading the marketing department and managing a range of key accounts.

- Increased social media engagement by 118%
- Increased website conversion rates 33% year on year
- Generating £2.5 million in sales

Marketing Assistant

Croft Mill (E-commerce)

Creating & implementing marketing strategies, both online & in print.

- Launching online initiatives & securing press coverage in national magazines
- Building an organic, high-converting email database
- Developing brand voice through website copy & product descriptions

Freelance Blogger

Handbag Fairy (E-Commerce)

Freelance Writer

Career Geek (Digital Media)

Core Career Achievements *(to date)*

Achievement 1: RTC Social Accelerator

Revamping the social media profiles & captions for the RTC group, with a focus on the RTC & Billy Bounce Brands

- LinkedIn was the primary social platform for RTC & its following grew by 201%
- Website visits from social media also increased by 101.9% on the previous year

Achievement 2: Croft Mill Momentum

Croft Mill was a small organisation with only 2 members of office staff & 1 staff member in the warehouse, but by creating strategy-led copy customer engagement increased resulting in

- Blog views increased from 56 to 37,392
- Being named the best independent sewing store in the north, and third best nationally.



I am...

a freelance brand strategist & copywriter

For the first few months of maternity leave, I was blessed with a brilliant sleeper, which gave me plenty of time to ponder what I wanted from my career.

The answer? The freedom to work with more brands, focusing on the things I do best - writing and branding.



What I Do



Blog Posts

Stop hiding behind time constraints and let everyone know how awesome you are by showcasing your knowledge with a company blog.

With my magic touch, blogs can be a great way to drive traffic to your site and improve your rank on Google.



Website Copy

All the words your website will ever need, that sound just like you and sell like a super star.

I'll make sure Google loves them just as much as you do and your website leaves a lasting impression.



Email Campaigns

Don't be fooled into thinking emails are old-fashioned, when done right they can boost your sales and get your customers coming back for more.

With emails that people actually want to read, I can nurture your leads, and build a firm fan-base for your brand.

What I Do



Social Media Captions

Make doom scrollers come to a screeching halt with captions that let customer's know who you really are and clicking that follow button faster than a rat on a biscuit (which is pretty darn fast.)



Website Copy Review

Feel like your words could be working harder? I can cast an expert eye over your current website and show you how to make changes that make a difference.



Brand Voice

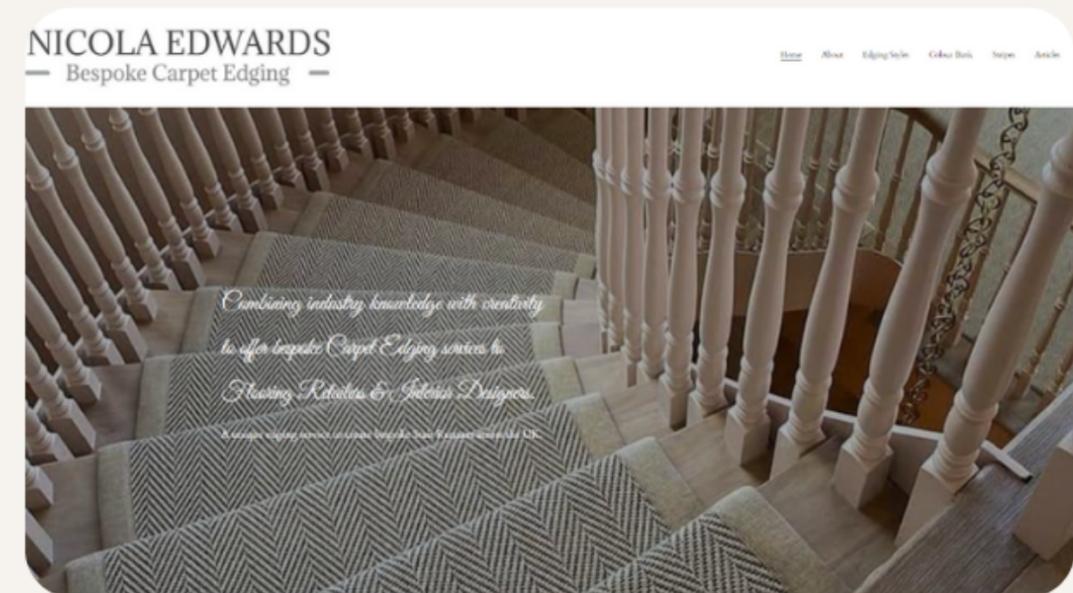
Finding a tone of voice for your business can be harder than it sounds.

You want it to appeal to your customers, give the right impression & not sound like some weird AI generated LinkedIn post - So let me help get it sorted.

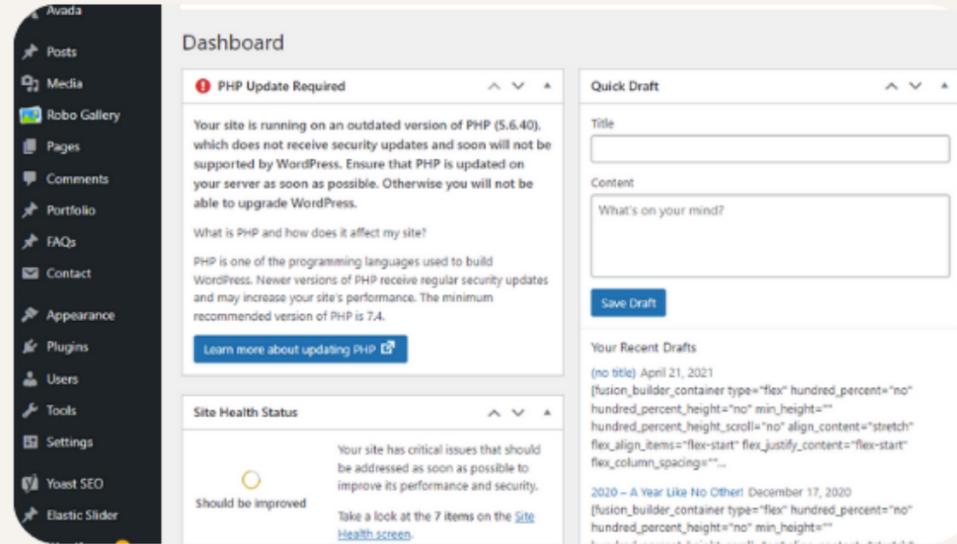
Nicola Edwards Carpet Edging

I first worked with Nicola Edwards while she was first launching the company, and we've since worked together again as the business has grown & developed.

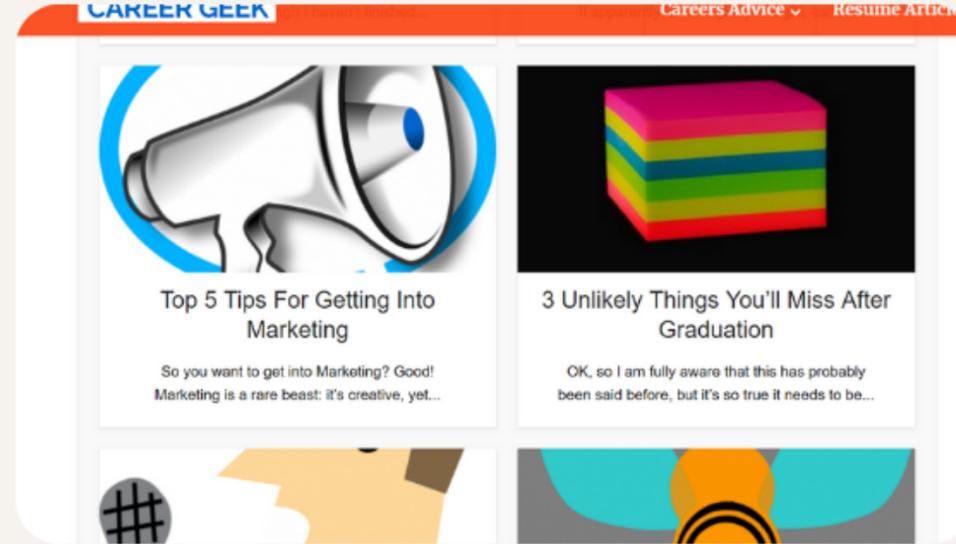
- Creating a sophisticated yet relatable tone of voice.
- SEO optimised website copy
- Helping Nicola to identify what made her brand unique and how to incorporate this into her marketing,



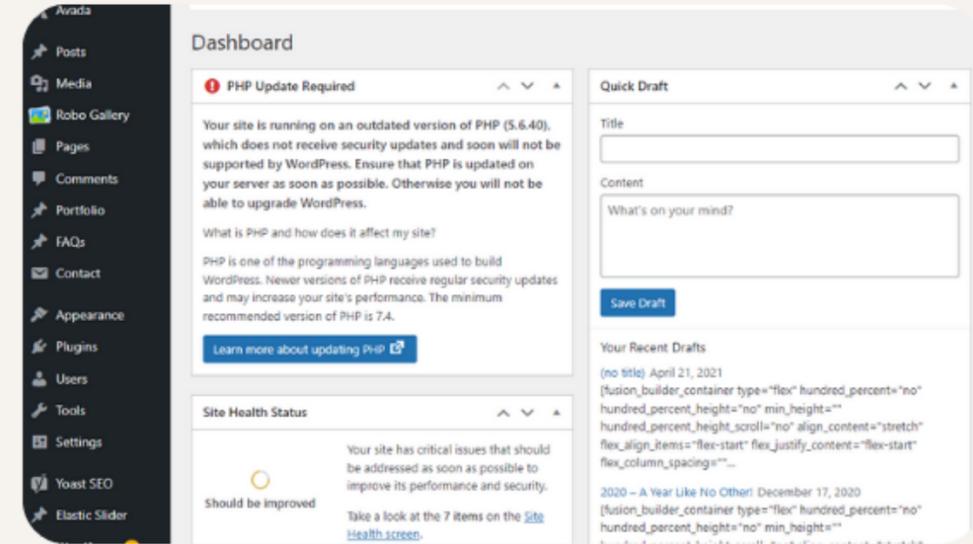
Samples of Previous Work



Social media management for RTC Group



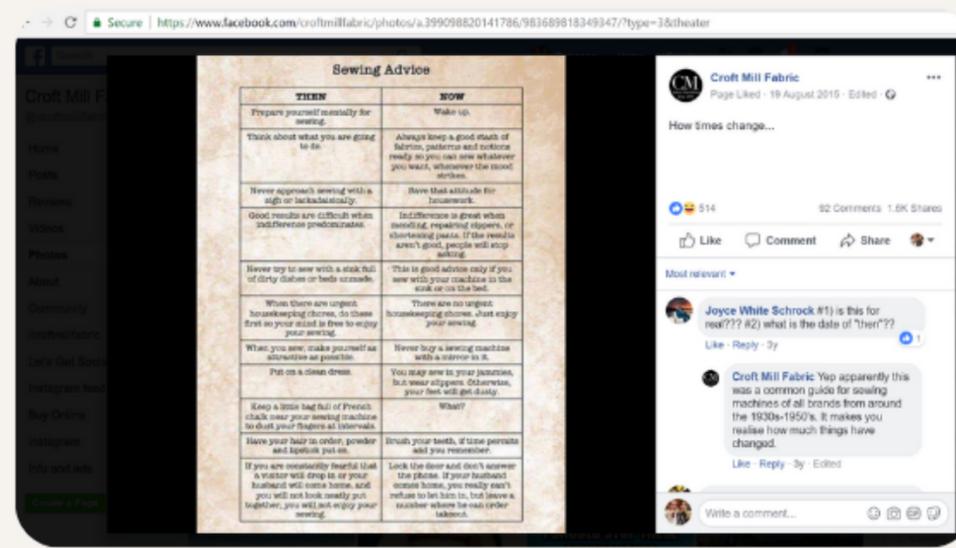
Content writing for Career Geek



Website content for RTC Group



Website copy & blog posts for Billy Bounce.



Social media management for Croft Mill



Lifestyle focused blog posts for The Handbag Fairy

Certificates and Awards



Msc Digital Marketing With Merit

Not to blow my own trumpet, but I am legit a master of marketing. Following on from my BA (Hons) in Creative Writing, I decided to drill deep into marketing theory alongside my industry experience.



Comprehensive SEO

Good copy is all about good results, and SEO generally plays a role in that - which is why I've completed comprehensive training with SEO expert Arun Nagathanam



Branding & Building Brands

Having a business idea is only the starting point, branding is what makes it fly. Alongside my hands-on experience over the years, I've also trained with Dekker Fraser, MBA