

Toby Carroll

COPYWRITER

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PROFILE

I understand how to create content that not only sounds good, but also achieves measurable goals. With 12 years' experience writing about everything from diamond rings to business cards, I'm a strong collaborator – tackling tricky projects with people from different teams and nationalities is what I love doing. I'm currently the Copy Lead at Vistaprint, where I write everything from web, email and UX copy, to content marketing and tone of voice guidelines.

EXPERIENCE

Copy Lead | Vistaprint | April 2018 - present

- **Creative lead:** I'm responsible for mentoring and supporting the Vistaprint global copy team. This involves final editing work, elevating the quality of creative, and translating strategic concepts into compelling channel work.
- **UX copy:** I collaborate with UX and frontend designers to create, user test and launch new pages and flows. For example, revamping the landing-page-to-checkout experience for Vistaprint Design Services.
- **Complex projects:** I take on high-visibility projects requiring senior creative. Recently I was part of the core team responsible for conceiving and implementing a new multi-channel global brand campaign.
- **Product launches:** I'm responsible for writing style guides and brand books for new products and services, aimed at helping copywriters and graphic designers deliver consistent, on-brand creatives.
- **Collaboration:** I set up an initiative to improve co-creation between Vistaprint writers and designers. So far we've designed beer labels inspired by historical figures; magazine ads for bizarre products; and anti-dog-poo posters we actually pitched to a city council.

Senior Copywriter | Vistaprint | March 2015 - March 2018

- **Promotique lead:** Principal writer for delivering web and email copy for Vistaprint's sister site, Promotique. Responsible for developing Promotique new tone of voice and copy guidelines..
- **Organic and paid search:** Supplying content and SEO rich text for key web pages, plus writing paid search ads.
- **Style guides:** Creating copy concepts and style guides for new product launches and services.

Copywriter | Vistaprint | June 2013 - February 2015

- **Subject line specialist:** Worked with marketing partners to test CRM email subject lines and create a library of the best performers. The result was increased open rates and improved brand perception.
- **Print:** Wrote Christmas print catalogues, outdoor ads for the Paris metro, and DM sales letters.
- **Content marketing:** Part of the core team that launched Vistaprint's first blog for the UK market, My Biz Hub.

Associate Copywriter | Vistaprint | January 2012 - May 2013

- **Social media:** Managed the company's Facebook page and provided guidance to the customer service team.
- **Albelli rebrand:** Revamped all web copy for Albelli (a Vistaprint company, now bonusprint.co.uk), instilling a new tone of voice and collaborating closely with brand consultants and the company's Dutch creative team.
- **Email copy:** Wrote marketing copy for retention and acquisition emails.

Freelance Writer | IESE Business School | October 2015 - April 2017

- **PhD site:** Responsible for extensive researching, writing and editing of new content for the school's PhD and MBA programmes.
- **Events:** Wrote copy for brochures and emails promoting a variety of IESE initiatives and events, including its world-class MBA.
- **News articles:** Created blog posts for the IESE homepage, including interviews with business leaders.

Copywriter | Freight Transport Association | April 2010 - November 2011

- **Web copy:** Wrote and edited all content for the company's new website, fta.co.uk, user testing the site experience and enhancing the information architecture.
- **Social media:** Managed and created content for FTA's social media platforms (Twitter, Facebook and blogs).
- **Magazine articles:** Contributed in-depth articles to industry trade magazines.

Lead Copywriter | QVC UK | November 2006 - April 2010

- **Copy lead:** Promoted to the role of lead copywriter, I led a team of seven copywriters, managing workload and final editing all work.
- **High-profile copy:** Wrote homepage content for qvcuk.com daily.
- **Celebrity interviews:** Interviewed guests and presenters for blog articles.
- **Guides:** Produced detailed product buying guides, advertorial features and FAQs.

EDUCATION

BA Honours degree: First

- English Literature, University of Exeter, UK
- English & American Literature, Louisiana State University, US

ABOUT ME

- **Moving:** Sport is a big part of my life and I do a little bit of climbing, yoga (badly), snowboarding and hiking.
- **Pottery:** Something I've recently started - my kitchen is now filled with misshapen mugs and bowls.
- **Books:** I'm a member of the Willoughby Book Club, a book subscription service. There are few things I enjoy more than spending an afternoon with a cup of tea and a novel.
- **Breakfast:** My favourite meal of the day by far. I love rustling up big breakfasts at weekends (smoothies and pancakes especially), although my eyes are usually bigger than my belly.

REFERENCES

Available on request