

ADJOA KWAKYEWA GHARBAN

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ME

A senior-level content creator accomplished in both editorial and advertising copy – my experience spans over 10 years. I have a specific interest in the fashion, beauty and luxury industries and want to use my knowledge to create dynamic, engaging content that inspires customers and elevates brands.

EDUCATION

Central Saint Martins – MA Fashion (Journalism)
University of Essex – BA English Literature with subsidiary honours in German
Royal High School Bath – 3 A-Levels & 9 GCSEs

SKILLS

Editing
Communication
Creativity
Managerial experience

CURRENT ROLES

MATALAN

Senior Copywriter (May 2017 – present)

Writing dynamic and strong copy; from imaginative editorial content and DMs to punchy national newspaper ads and homepages. Defining, creating and implementing a new brand tone of voice. Interviewing celebrities for the mailer magazine and working with the Content team to come up with relevant editorial to push sales and launch collections. Liaising with buying teams across the brand to fully understand new launches and communicate unique selling points to the customer. Create a consistent brand identity and ownership of all written projects.

PAST ROLES

FEED

Head of Copy UK (Feb 2014 – April 2017)

Managed a team of 5, oversaw and edited copy produced across the business from internal projects to external briefs. Worked on an array of projects from a range of clients (eBay, Virgin Active, Temenos, Dogs Trust, Hearst Media) including editorial, seasonal campaigns, banners, landing pages, social content, scripts and emails. Created a tone of voice for eBay Collections. Lead writer on eBay's Collections – producing SEO optimised, editorial lifestyle copy for high-end products. Worked with the Merchandise team and created optimised clickable content, across fashion, beauty, home and many more categories. Collaborated with designers and worked with producers to ensure copy and design complemented each other. Contributed creative ideas to strategic meetings for pitches.

FREELANCE WORK

Various (Sep 2007 - Feb 2014)

Worked for an array of fashion and beauty brands, publications and agencies. Developed skills in writing product descriptions, conducting research and interviews, producing voiceover scripts, writing feature ideas and defining tones of voice. My clients/positions are as follows:

GRIT MAGAZINE

Freelance Contributing Editor (October 2011 – September 2017)

Write/research relevant fashion and trend pieces for the Grit Magazine blog. Write monthly intros for DMs sent to subscribers. Stay up to date on fashion and beauty news. Attend/report on London Fashion Week collections and create relevant content for Grit readers. Interview designers and industry figures for fashion features.

MARKSANDSPENCER.com (April 2013 - February 2014) – Senior Copywriter

Writing lifestyle/fashion copy across the site from features to banners. Worked with trade teams to establish how product ranges would appeal to customers.

EXPOSURE (February - April 2013) – Copywriter

Interpreting the brief and writing captions, headlines and video scripts for the client, Triumph lingerie.

COCOSA.com (March 2013) – Fashion Writer

Writing and uploading product copy and editorial style notes for luxury fashion sale items.

WARL (November 2012) – Fashion Writer

Writing SS13 fashion trend guide for McArthurGlen. Identifying catwalk designers for relevant trend.

SPACE NK APOTHECARY (July 2012) – Copywriter

Writing homepage, landing page and in-store copy in the appropriate aspirational tone of voice. Working with Art Director on DMs.

FRENCH CONNECTION (June - July 2012) – Copywriter

Writing editorial descriptions for clothing and accessories.

SHORTLIST MEDIA (June 2012) – Online Journalist

Writing shopping features in an Emerald Street tone. Conducting phone interviews for features, contacting PRs to support features.

FASHION CONFIDENTIAL (June 2011 - January 2012) – Fashion & Beauty Editor

Management and writing of content and editorial calendar. Writing trends and shopping features to encourage click-throughs and collaborating with the Lead Merchandiser to ensure editorials and appealing to the customer as well as commercially sound.

MATCHESFASHION.com (August 2009 - March 2010) – Fashion Product Writer

Writing and uploading editorial product descriptions for high-end clothing and accessories.

SELFRIDGES.com (January - March 2010) – Online Fashion Writer

Writing and uploading editorial product descriptions for clothing and accessories in the Selfridges house style.

NETAPORTER.com (April - June 2008) – Fashion Editorial Assistant

Attending and contributing to editorial meetings. Researching and writing designer profiles. Writing short features for the Net-a-porter NOTES magazine. Researching concepts for senior editors.

WGSN (September 2007 - February 2008) – Image Assistant/Fashion Week Reporter

Sorting, numbering and uploading photos for different departments. Choosing anchor images for news stories. Attending and reporting on off-schedule London Fashion Week shows.