

CHARLOTTE DUCK

PROFESSIONAL PROFILE

Award-winning online editor and copy consultant with 15 years of digital experience across magazines, agencies and brands. Extensive knowledge of TOV, social media, CMS, reporting tools and SEO.

PERSONAL DETAILS

Date of Birth: 07 September 1981 Website: www.charlotteduck.com Email: charlotteduck81@gmail.com

PRESENT EMPLOYMENT

April 2019 – Present: **Copy Consultant, T.M. Lewin**

- In charge of all customer-facing copy for the menswear brand, including promotional booklets, emails, advertising copy and product copy.
- In charge of creating a coherent and consistent Tone of Voice for T.M. Lewin

May 2019 – January 2020: **Commissioning Editor, Netmums Voices**

- In charge of commissioning, editing and interviewing over 20 long-form pieces for the Netmums Voices projects, which champions diversity and inclusion across parenthood.

January 2005 – Present: **Freelance Commissions**

- Regularly writes for The Independent, Hello, Netmums, Next, Mother & Baby and Stylist.
- Worked on projects for The Telegraph, Brides, Visit England, Vodafone and National Geographic

PREVIOUS EMPLOYMENT

March 2018 – December 2018: **Copy Consultant, Boden**

- Involved in updating the brand's evergreen content with its unique Tone of Voice
- Wrote across Boden's social media, catalogue, magazine, video and email platforms

February 2016 – March 2017: **Acting Kidswear Editor, Style & Living, M&S.com**

- Created all kidswear content, from longer features to Editor's Picks, for the editorial part of M&S.com
- Liaised with the marketing and design teams to bring an editorial angle to business priorities
- Organised all kidswear shoots, creating initial briefs and selecting models
- Analysed traffic including conversion, uplift and total revenue

January 2010 – January 2016: **Deputy Editor, Glamour.com**

- Responsible for day-to-day management of Glamour.com and its six section editors (across fashion, beauty and celebrity). Directed the tone of the news, homepage, newsletter and social media.
- Pioneered social media development, including creating industry-recognised Twitter Q&As (with the likes of Emma Watson, Robert Pattinson and Kate Winslet).
- Analysed traffic and how to grow through SEO, social media, and site content.
- Collaborated with the magazine editor on relaunches and content integration.
- Liaised with PRs and the Glamour magazine team on large projects including Celebrity Guest Edits and cross-media promotion.

June 2009 – January 2010: **Acting Editor, Glamour.com**

- Relaunched Glamour website in June 2009.
- Sole manager of team of seven. Responsibilities included recruitment, accounts and reviews.

April 2007 - June 2009: **Entertainment Editor, Glamour.com**

- Managed the Entertainment section, subsequently it became the most popular channel on the website.

January 2005 - April 2007: **Mobile Editor of the award-winning GQ, Glamour and Vogue**

September 2003 – December 2004: **Editorial Co-Ordinator, Condé Nast's Savoy Style magazine**

AWARDS

November 2006: Highly Commended at the **PTC New Journalist of the Year Awards**.

EDUCATION

September 2000 – June 2003: **University of Cambridge, Geography BA Hons: 2:1**

September 1993 – June 2000: **Loreto College, Cheshire: 4 A-levels: all Grade A.**