



HAYLEY CHAPPELL

COPYWRITER
CONCEPTOR
EDITOR
CONTENT CREATOR

PROFILE

Born in the UK, Hayley had a dream to be a writer. In 2012 she moved to Germany to “give it a year” and see what happened. A few years and a weird British-German accent later, she’s embarking on a new adventure. This is her story, and she’d love to tell yours.

LANGUAGES

English - Native
German - B2

CONTACT

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References available on request.



EXPERIENCE

FREELANCE COPYWRITER / CONCEPTOR / EDITOR

2019

Self-employed | Feb 2019 - Present

Creating branding & communications, content marketing strategies, campaign concepts, editorial copy, pitch decks, web, email & social media content and more for several clients, including agencies, start ups and non-profits.

SENIOR COPYWRITER AND CONCEPTOR

2012

Ogilvy Germany | June 2012 - Jan 2019

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2019

Lead Copywriter & Conceptor shaping digital experiences & UX, creative concepts and 360 cross-platform campaigns for global brands: NESCAFÉ, NESCAFÉ Dolce Gusto, Allianz, Coca-Cola, DuPont, Frankfurt Airport, IBM and more.

FREELANCER

2010

Self-employed (UK & Germany) | Jan 2010 - June 2012

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2012

Various roles including:

- Social Media Manager for a UK non-profit
- Blog Editor & Social Media Manager for Hope City Frankfurt
- Features writer & columnist for UK print publications

DIGITAL EDITOR (PART TIME)

2009

Hope City Church, UK | Sept 2009 - Dec 2011

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2011

A multi-faceted part-time role leading a volunteer team

- Writing & editing online content
- Editing & proofing books, in-house comms & promo content
- Content & department oversight across 10 locations



EDUCATION

DIPLOMA LEADERSHIP & MINISTRY

Hope City Church UK / C3 College Australia | 2009 - 2011

MA MAGAZINE JOURNALISM

University of Sheffield, UK | 2008 - 2009

BA (HONS) CULTURE, LITERATURE & POLITICS

University of East Anglia, UK | 2004 - 2007



SKILLS

Storytelling



Content Writing



Conceptual Thinking



Project Management



Team Player



Editing & Proofreading



Digital Marketing



Blogging



Creative Direction



Research

