

Lucie Rhoades

Copywriting Portfolio -
2023



A bit about me...

I'm a copywriter, specialising in food & drink.

I help brands mould their personality and offer full service support from brand strategy & messaging through to web copy & packaging.

I'm a creative copywriter with an understanding of SEO to craft impactful copy & I'm truly passionate about the world of food & drink.



Who I work with...

I do my best work in partnership with food & drink brands, that are born out of a real love for the industry.

With over 10 years experience in brand communications, I bring this background to all of my creative writing to support brands I find absolutely inspiring.

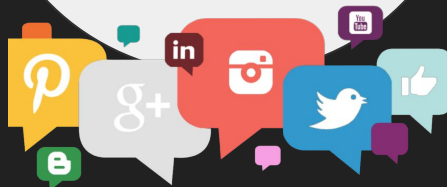


How I can help...

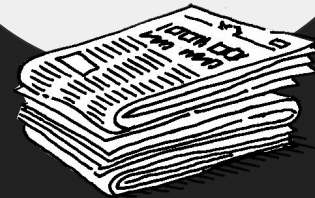
Brand
messaging
development &
tone of voice



Digital copy
incl. websites,
blogs & social
media



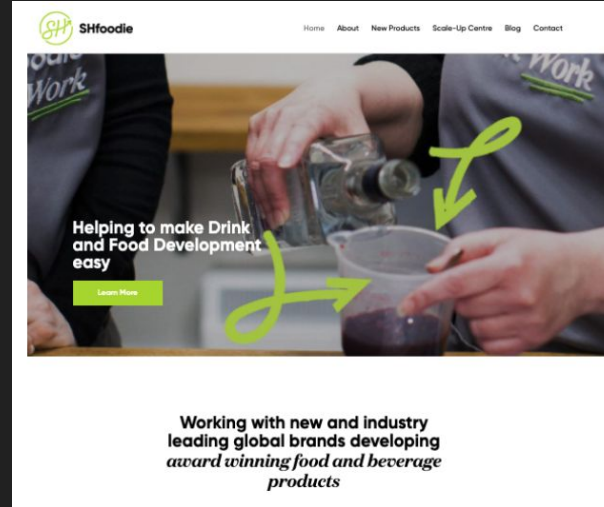
Marketing
copy incl.
Newsletters,
packaging &
press releases



Where you can find my work..digital copy



Micro-blogs & social strategy



Optimised web copy

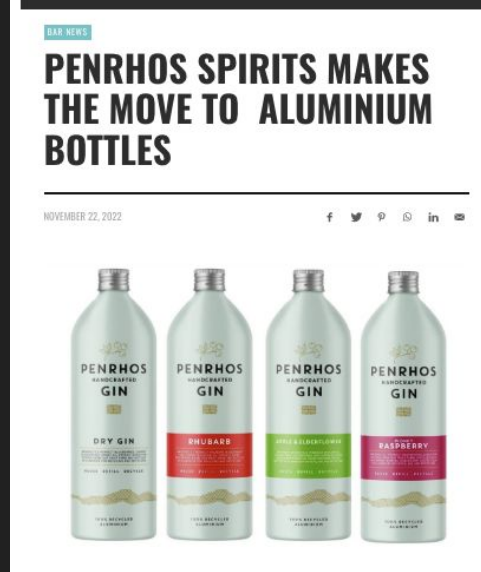


Monthly blog content

Where you can find my work...marketing copy



Newsletters



Press releases



Packaging

Where you can find my work...creative copy



Brand articles &
recipes



Reviews & news
articles

In case of interest...



Wine & Spirits
achieved with
distinction in 2016



Longlisted for
2022 writing
competition



Achieved with
merit in
2023

Contact details

If you'd like to go ahead & work together you can reach me lucie@rhoadescomms.co.uk or 07818 451626.

I'd love to hear from you.

Find me online:
lucierhoades.com
[@scenicsipping](https://www.instagram.com/scenicsipping)

