

Lucie Rhoades

Copywriting Portfolio -
2024



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.

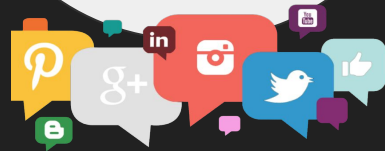


How I can help...

Brand
messaging
development
& tone of
voice



Digital copy
incl. websites,
blogs, AI &
social media



Marketing
copy incl.
newsletters,
& press
releases



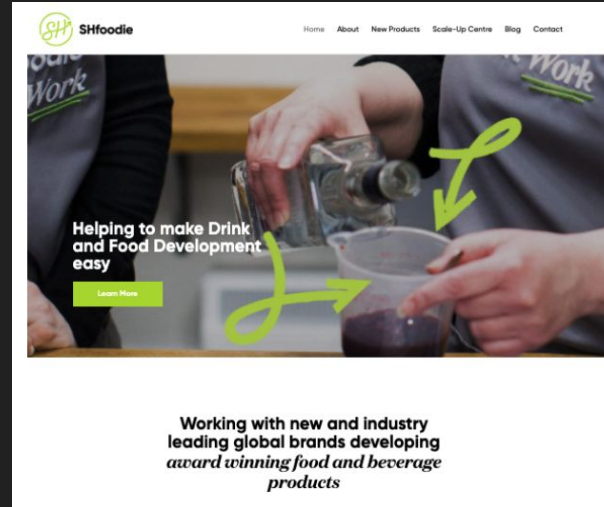
Product copy
incl.
packaging,
tasting notes
& optimised
descriptions



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

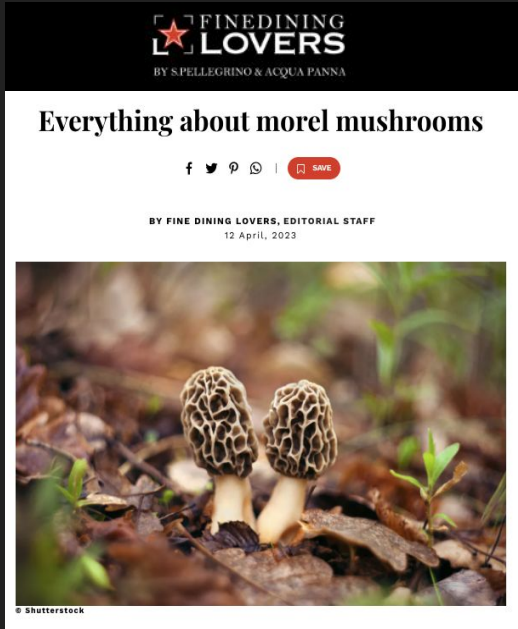


Press releases

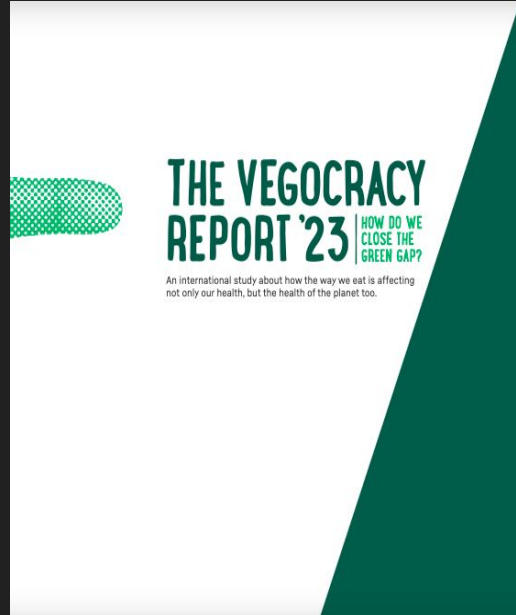


Packaging

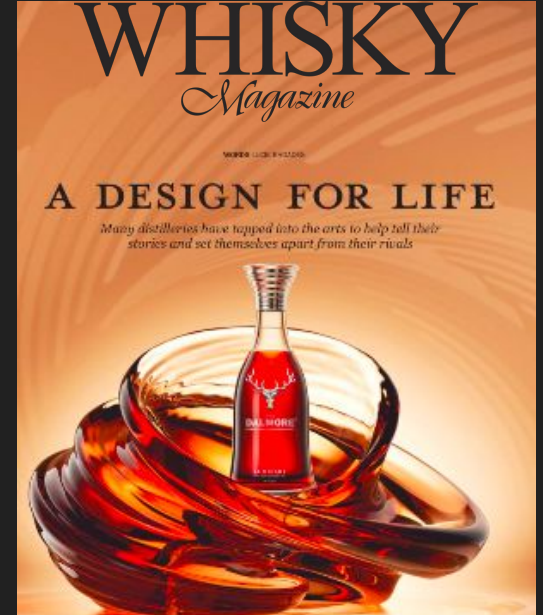
Where you can find my work...creative copy



Brand articles &
recipes



Thought
leadership reports



Reviews & news
articles

In case of interest...



Wine &
Spirits
achieved with
distinction in
2016



Longlisted
for 2022
writing
competition



Achieved
with merit in
2023



The Gin
Guide
Awards 2024
judge

Contact details

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I'd love to hear from you.

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[@scenicsipping](https://www.instagram.com/scenicsipping)

