

COPYWRITER, CONTENT WRITER, EDITOR

JENNIFER DOWN

My current day-to-day involves writing for global campaigns; customer and brand communications; architectural copy; product copy; and writing for the digital space, including eDMs, website copy and social media. I'm also the author of two critically acclaimed books. [This is my portfolio.](#)

A potted history

As a copywriter, I'm passionate about nurturing brand identity through tone of voice.

Previously, I've worked as a publishing editor; freelance copywriter, translator and proofreader; and closed captioner for the Deaf and hard of hearing; as well as a volunteer teacher working with adult asylum seekers.

My debut novel *Our Magic Hour* was released in 2016, followed by short story collection *Pulse Points* in 2017, which was awarded the Readings Prize for New Australian Fiction.

My writing has appeared in a range of Australian and international publications, from *The Saturday Paper* and the *Age* to the *Australian Book Review* and *Literary Hub* (US). Selected published works, from journalism and essays to reviews and fiction, are available on [my website.](#)

I'm currently at work on my third novel, *Bodies of Light*, to be published in September 2021. My interests include literature, social justice, politics, travel and hiking.

Professional experience

COPYWRITER

AESOP (JUNE 2017 – PRESENT)

- Collaborate with Art Directors to conceptualise, develop and execute global campaigns for new product launches, seasonal events and external collaborations
- Co-authored *Aesop: the book* with company founder Dennis Paphitis (published by Rizzoli New York in 2019)
- Uphold brand's distinctive tone of voice while seeking to reach new and diverse audiences
- Produce and edit brand communications, such as newsletters, Instagram content and online product content
- Produce copy for the digital space across a range of platforms, from content hub The Athenaeum, online store and eDMs to a variety of social media around the world
- Produce media releases and other PR collateral including spokesperson Q&As, event invitations and 'talking points'
- Liaise with Product, Compliance and Research & Development teams to ensure copy is globally compliant and respects regulatory considerations
- Undertake ad hoc translation work as needed (French-to-English and Japanese-to-English)

TEACHER/PROGRAMME FACILITATOR: TOOLKITS

EXPRESS MEDIA (JANUARY 2017 – PRESENT)

- Facilitate the Toolkits: Fiction programme, a digitally-based semester-long intensive course for writers under 30. The programme allows young people who may not otherwise have access to a writing course—whether through financial or geographic barriers; or on account of disability or illness—the opportunity to participate in a series of weekly lectures and workshops.

E jennifer.down@gmail.com
W jenniferdown.com
F [Available for download](#)
P +61 413 052 148
A 31/98 Nicholson Street
Fitzroy VIC 3065

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Education

2014

Bachelor of Arts (Honours),
French/Political Science
University of Melbourne

2013

Diploma of Modern Languages in
Japanese
University of Melbourne

2013

Diploma of Professional Writing &
Editing
RMIT University

Languages

English	Native speaker
French	Proficient
Japanese	Medium fluency
German	Intermediate (CEFR level B1–B2)
Catalan	Basic

Volunteer experience

African Kids' Reading Club, Fitzroy
Tutor 2018

Assisting primary school-aged children from migrant backgrounds with literacy and numeracy skills in the after-school homework club.

Melbourne Free University
for Asylum Seekers, Carlton

Lecturer and teacher 2014

Planning and teaching weekly classes in humanities subjects including history, ethics and philosophy for adult students from non-English-speaking backgrounds.

(PROFESSIONAL EXPERIENCE CONT.)

ASSOCIATE PUBLISHING EDITOR

CENGAGE LEARNING AUSTRALIA (OCTOBER 2015 – APRIL 2017)

- Held responsibility for project management of new titles, from commissioning authors to manuscript development to publication. My list included arts, languages and early childhood studies titles; VCE study guides; and study materials for pre-apprenticeship students.

CLOSED CAPTIONER FOR THE DEAF AND HARD OF HEARING

ERICSSON/RED BEE MEDIA AUSTRALIA (2014 – 2015)

- Worked in the live department to produce high-quality captions, complete with punctuation, for clients including the BBC, Sky News, Channel 10, Channel 7 and SBS.

FREELANCE COPYWRITING, EDITING AND TRANSLATION

VARIOUS CLIENTS

- Copywriting and copy consultation for various clients in the beauty, fashion, lifestyle and wellbeing industries—from sustainable Japanese linen brand Échapper and luxury hotel and beauty consultant Matt Vines to Swiss oral health company Curaprox (and plenty in between).
- Proofreading for various clients, including government institutions; philanthropic organisations; and publishing houses
- Structural editing for educational publisher Nelson Cengage
- Media releases for a range of local bands and musicians
- Translation for various clients, including Les Planious, Aesop, SIMPLICITY by Shinichiro Ogata, Échapper and individuals (e.g. visa application collateral; interview transcripts etc.)

Professional skills

- outstanding written and verbal communication skills with an acute understanding of audience, tone and form
- the ability to produce compelling content across a range of different platforms and media
- the ability to quickly and accurately summarise complex information
- high levels of computer literacy, including many years' experience working in digital media
- experience working with SEO, UX and digital production specialists
- self-motivated, enthusiastic and adaptable approach to new tasks and environments
- excellent work ethic, with the ability to work efficiently to deadlines and under pressure
- strong organisational, time management and project management skills, including the ability to balance multiple tasks at once
- sound attention to detail and high-level research skills
- the capacity to work both independently and as part of a team
- a keen sense of social justice, equality and desire to effect positive change