

Jessica Spires

[Portfolio](#)

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I'm a creative with 13 years of experience across fashion, luxury, lifestyle and culture, with a particular focus on copywriting, content strategy and brand development. I've worked with some of the biggest names in the industry including Tommy Hilfiger, The Sims, Megan Thee Stallion, Converse, Raf Simons, Vans and more, seeing campaigns through from strategy to ideation to completion.

Full time employment

Creative Lead @ [Depop](#) / 2021-Present

- Leading creative direction and strategy across all commercial channels: CRM, paid advertising and merchandising.
- Using data from paid advertising on Meta, TikTok, Pinterest and Google PLAs to continually adapt creative for best performance.
- Ideating for all campaigns and brand partnerships, including high profile collaborations with Tommy Hilfiger, The Sims, Olivia Rodrigo and Megan Thee Stallion
- Art direction, budgeting and planning for all in-house shoots

Senior Copywriter @ [Depop](#) / 2019-2021

- Aligned creative with business goals by redefining Depop's tone of voice and art direction guidelines, leading cross-functional training on new ways of working
- Wrote and created Depop's most successful audio advert, alongside scripts for multiple ATL campaigns shown nationally on VOD platforms

Deputy Editor @ [Urban Junkies](#) / 2016-2019

- Increased business capacity by setting up, hiring and managing a small editorial team including a graphic designer and a junior writer
- Increased efficacy of workflow by designing an editorial content calendar and ensuring all content was planned in advance
- Won pitches for the agency side of the business by pitching ideas to clients including Converse, ME Hotels and Peroni

Features and Social Media Editor @ [oki-ni](#) / 2014-2016

- Established the site as an authority on culture by editing and maintaining the [oki-ni mix series](#), generating press music publications like in XLR8R and Fact Mag.
- Generated traffic and revenue by creating compelling editorial content including interviews with cultural figures such as Mike Skinner, Raf Simons and Ratatat

Copywriter @ [Browns Fashion](#) / 2012-2014

- Generated traffic and revenue by pitching and creating campaigns such as [this one](#), which generated national press in The Telegraph, and [this video with SHOWStudio](#) which also generated national press.

Education

BA Hons English Literature, 2.1
Goldsmiths, University of London

Freelance work

Brand/Copy Consultant

[Heat](#)
2022

Creative Strategist

[Vice+](#)
2019

Copy Editor

[Matches Fashion](#)
2019

Copy Editor

[Universal Music](#)
2019

Skills

Art direction
Brand strategy
Copywriting
Content and communication strategy
Creative strategy, ideation and pitching
Creative direction
Fashion
Feature writing
Interviews
Out of home campaigns
Scriptwriting
Styling
Paid social
Team management
Trend reports
Tone of voice
Youth culture