



copywriting

PORTFOLIO

digital | print | branding | creative

GREAT COPY SHOULD TELL A STORY.

I've spent 15 years working as a copywriter, editor, digital marketer, and brand strategist — but as a creative writer at heart, **I believe that storytelling is the most powerful way to connect with people.**

Now more than ever, effective marketing and brand identity is about **authenticity, relatability and trust.** Tell your audience your story and invite them to get to know you.

So whether you're a small business just getting started, or an international corporation looking for new ways to reach people, every individual customer should matter to you — and that's why **every word should matter.**



Jo Gatford

copywriter, editor
& award-winning author

WORDS, WORDS, WORDS.

Finding the right words to get your message across multiple platforms can be a challenge for any business.

Lucky for you, **words are my jam**. And with a wealth of experience in B2B and B2C communications, I can help you to tell your story, engage, entertain and inform your audiences.

- COPYWRITING
- BRAND STRATEGY
- DIGITAL MARKETING
- EMAILS & NEWSLETTERS
- CREATIVE DEVELOPMENT
- ARTICLE & BLOG WRITING
- EDITING & PROOFREADING
- SOCIAL MEDIA MANAGEMENT

WRITERS' HQ

As the co-founder and director of a fast-growing creative writing organisation I was in charge of **ALL** the words!

Hundreds of thousands of them...

- Email marketing
- Newsletters & comms
- Website copy
- UX design
- Articles & blogs
- Course content
- PR & print promo
- B2B outreach
- Social media
- Funding applications

30K+

NEWSLETTER SUBSCRIBERS

100K+

SOCIAL FOLLOWING

20K+

MEMBERS

Writers' HQ Home Courses Events Forum Resources Login



Writers' HQ by the numbers

A lotta words, a lotta writers, a whole lotta gold stars

20k  Over 20k members in our amazing community Join now	25+  25+ online writing courses to get you writing Browse courses	200k  More than 200k posts on our community forum Chat with us	12+  At least 12 webinars & workshops every single month Sign up here	500+  Our writers have racked up over 500 publications Wall of fame
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Get more with a WHQ membership

Find your writing home with Writers' HQ — courses, workshops, and shiny gold stars!

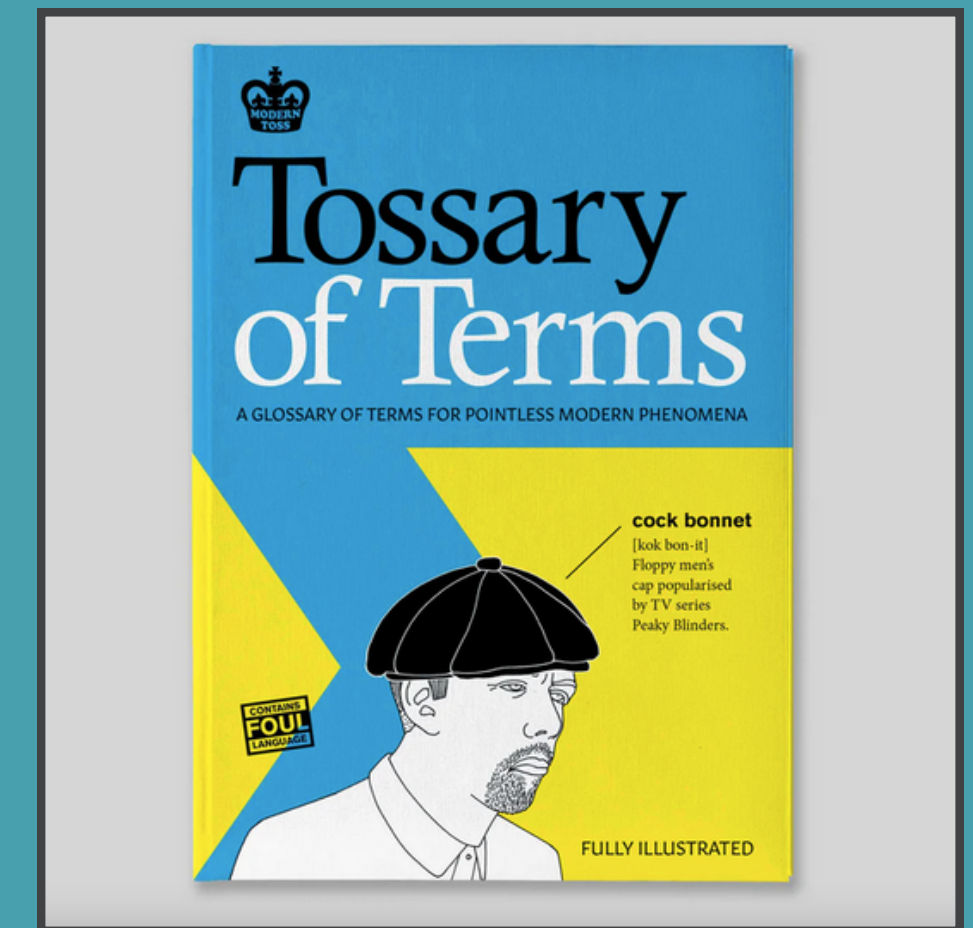
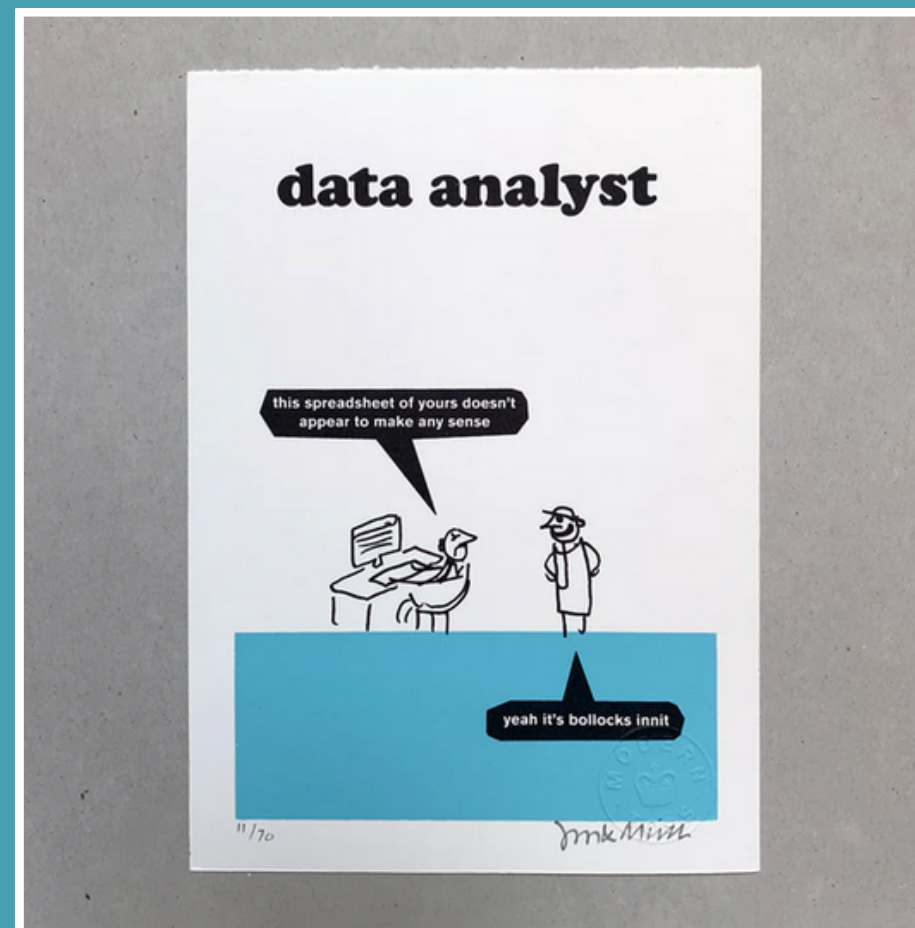
 Free account Wanna freebie? Access four free online writing courses, weekly online retreats, monthly journaling webinars, a catalogue of writing exercises, and our infamous flash fiction open mic night. (Free forever!) Join now	 Gold star membership Want <i>everything</i> ? Get access to all our online courses, workshops, masterclasses, Q&As, resources, downloads, and sneaky member discounts on special events & merch. (Just £20 per month) Join now
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Digital marketing strategy and content creation for “scurrilous” cartoonists Modern Toss.

Grew social following from **13k** to **330k**

Planned & managed the UK’s 2nd highest comic Kickstarter in 2014 — **fully funded in just 2 days!**



WAUWAN

Type here...

SIGN IN or REGISTER



SHOP

PREGNANCY

BIRTH

PARENTING



AUTHENTIC, TAILORED & SEO-FRIENDLY COPY THAT CONVERTS

I've worked with a wide range of businesses, large and small — from parenting websites to wedding dress outlets, digital agencies to family lawyers, industry-leading experts to local tyre-fitters — adapting to each client's unique voice, branding and goals.



Frances Lindsay & Co
A different kind of family law



- ATTENTION TO DETAIL
- CREATIVITY
- CLEAR COMMUNICATION
- ORIGINALITY
- ADAPTIVE, ENGAGING COPY



Our experience working with Jo has been excellent. Her ability to adapt to our needs, provide strategic guidance and quickly deliver what is requested has made her an invaluable asset to the company.

— Ivan Lopez, CEO of Wauwaa

**I have no qualms in saying that Jo has been
the best editor I have ever worked with.**

**She added creative flair, followed the brief,
delivered on time, and provided feedback
and insight where she could.**

She is a consummate professional.

— Patrick McKeown, CEO & founder
of Oxygen Advantage



LET'S MAKE BEAUTIFUL WORDS TOGETHER

Get in touch and tell me your story...

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