
Alexander Barty,

writer-craftsman

I'm not your average copywriter. I approach words with the Ruskinian work ethic and aesthetic sensibility of an Arts and Crafts furniture designer. It doesn't matter whether I'm writing a poem, proofreading an article for an academic journal, or setting the wire for a commercially oriented webpage: I have an eye for detail and an ear to the artistic tradition it represents.

Professional experience

KOP Properties Limited

Assistant Marketing Director

- Liaised with investors to shape the company's brand positioning in the UK market.
- Oversaw the development and implementation of multi-platform advertising campaigns.
- Elevated the perceived value of architectural assets with well-informed copywriting.
- Addressed inconsistencies in the corporate identity by curating a distinct tone of voice.
- Managed teams at hospitality properties, ensuring a harmonious relationship with operations.
- Worked closely with PR agencies to generate hype around new business ventures.

Sustainable Eel Group

Senior Content Writer

- Consulted with the fisheries sector to enhance eel sales based on customer data.
- Tracked and analysed statistical data to recommend adjustments to outreach activities.
- Proofread and edited journal articles to improve accessibility and ensure clarity of purpose.
- Collaborated with commercial interests to develop a brand for the SEG Standard.
- Drafted successful bids for political and financial resources from government agencies.
- Planned brand-consistent events that fostered social action in local communities.

Alexander Barty S.P.

Founder & Owner

- Curated a personal brand across a portfolio of print and digital marketing materials.
 - Surpassed industry expectations by offering complimentary services to my copywriting work.
 - Developed a distinctive customer journey to enhance UX and ensure consistent results.
 - Tracked and managed client inventories, user data, and financial accounts.
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Sample of freelance work

Radmore's of Truro

Brand & Inventory Update

- Increased credibility and industry standing by developing a more specialised jewellery brand.
- Boosted customer base penetration by building a sophisticated website on SEO principles.
- Developed a portfolio of professional photographs on a Canon EOS R6 with a specialist lens.
- Set a new standard for product inventory by writing character-consistent copy for the CMS.

Montigo Resorts, Somerset

Comprehensive Rebrand

- Curated a distinctive tone of voice after a series of interviews with operations teams.
- Composed copy for a range of print and digital resources including signs, menus, and brochures.
- Established a presence on social media with a portfolio of distinct tailor-made content.
- Deployed copywriting, graphic design, and SEO skills to develop a website from the ground up.
- Communicated closely with local creatives to coordinate and plan a launch event.
- Monitored and analysed data to redefine the focus of sales and advertising campaigns.

Education

University of Oxford

Architectural History (dist.)

University College London

Issues in Modern Culture (dist.)

University of Exeter

English Literature (1.1 hons.)

Vocational training

Typography and typesetting.

Technical drawing.

Language and linguistics.

Hard skills

Taking centre stage

- Long- and short-form copywriting
- Tone of voice curation
- Art direction for photography
- Typographic design
- Pixel art and illustration
- Creative direction for events
- Brand identity development

Behind the scenes

- Search engine optimisation
 - Content management
 - Data mapping and analysis
 - Application programming
 - Theoretical language analysis
 - Front-end web development
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