



Zoe Knight

Creative Copywriter

House of Hackney

Creative Copywriter & Content Editor / Nov 2021 – Present.

I currently work in-house as the resident wordsmith at the luxury lifestyle brand. Famed for their sustainable and psychedelic approach to all things interiors – and more recently clothing – my job is to nurture a tone of voice that encapsulates the magic of House of Hackney.

Be it an exciting new collection launch, an in-depth interview with a cool collaborator, a newsletter, a homepage, or even a more pragmatic product description – each and every word is meticulously crafted to speak authentically to the consumer. From our House, to yours.

Spring Studios

Junior Copywriter / July 2019 – Nov 2021.

I spent just over two years working within this award-winning creative agency, producing content for fashion, beauty and luxury brands. As part of the creative copywriting team, I produced extensive amounts of copy, in an array of formats, across various platforms. From a short social caption to a fully realised 360 creative campaign, I gained the ability to seamlessly switch (metaphorical) hats to become the voice for a number of clients.

I worked collaboratively with creative directors and art directors to bring these brands to life: THE BRITISH FASHION COUNCIL, RIMMEL LONDON, MAX FACTOR, BUCHERER 1888, CODE8 BEAUTY, BEYL SKINCARE, OURONYX, OKA HOMEWARE, JAEGER CLOTHING.

Internships

COSMOPOLITAN UK

Acting Full-time Features Intern / March & April 2019

ELLE UK

'The Nest' Hearst UK's Talent Programme / Nov & Dec 2018

GRAZIA UK

Features Intern / October 2018

MARIE CLAIRE UK

Features Intern / September 2018

Contact

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Awards

- Magazine Academy, BBC Worldwide Brand of the Year Nominee 2019
- Magazine Academy, BBC Worldwide Highly Commended Best New Digital Concept 2018
- TI Media X Bauer Media, Gavin Reeve-Daniels Scholarship 2017

Education

- MA Magazine Journalism (Merit) The University of Sheffield 2017 - 2018
- BA Hons Journalism (2:1) Sheffield Hallam University 2014 – 2017

About

When I'm not working on words you can find me with my nose in a book, my fork in vegetarian food, my hands petting any dog I see and my mouth confusing Londoners with Northern terminology.