



FIONA  
TAPP

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## PROFESSIONAL SUMMARY

Talented Copywriter and Content Writer with 12 years of experience crafting engaging and actionable content for a range of campaigns. Experienced in B2B, B2C, Brand Copywriting, Content Marketing, Direct Response Copywriting, E-mail Copywriting, UX Copywriting, and App Content. Excellent research and fact-checking skills with experience in both print and digital copy.

## SKILLS

- B2B, B2C, Brand Copywriting, Content Marketing.
- E-mail, SEO, UX Copywriting, CTA, and App Content.
- SEO knowledge, keyword research, headline optimization,
- Proficient in using multiple different content management systems including WordPress and Drupal,
- Editing, proof reading, research and interview skills.
- Marketing campaign support and brand messaging.

## EXPERIENCE

### Copywriter

May 2011 - Current

Previous clients include Marriot Bonvoy, All Nippon Airways, Hilton, Ottawa Tourism Board, CBC, et al.

- Created error-free, professional brand copywriting and content marketing.
- Worked with the travel trade and marketing departments to develop ideas for unique promotions.
- Delivered on-message content to resonate with partners and clients.
- Created content for newsletters, blogs, and website pages for diverse customers.
- Boosted copy success by incorporating particular words and information, including SEO keywords.
- Developed engaging, interesting stories with strong characterization, plots, and themes.
- Satisfied clients through open communication and feedback-based draft revisions.
- Wrote informative, inspiring marketing, and promotional material for different audiences.

### Award-winning Content Writer

May 2011 - Current

### Freelance

- Writing for a range of different publications including news, lifestyle, product reviews, features, travel writing, and health content.

### Content Developer

Jun 2018 - Mar 2023

### The Fabulous App

- Copywriting for in-app content, UX copy, emails, landing pages, FAQs, sales pages, video, and audio scripts, push notifications, user experiments, onboarding copy, and blog posts in the personal growth and wellness sphere.
- Using Figma, Trello, Airtable, Confluence, Atlas, Miro, Slack, and Google Docs to organize and cross-pollinate ideas across diverse teams.

- Collaborating with team members to design content frameworks.
- Creating and maintaining an editing style guide.
- Conceptualizing, building, and editing high-quality content matching project specifications.
- Operating successfully in iterative environments with multiple content versions and platforms.
- Revising content based on project manager or client feedback, or results from user experiments.

## EDUCATION

MASTER OF ARTS Education (MA Ed) Jan 2008  
Institute of Education, University of London

BACHELOR OF ARTS Education (BA Ed) Jan 2003  
Goldsmiths College, University of London

## INTERESTS

Experienced award-winning writer with clippings at: National Geographic, Lonely Planet, Rolling Stone, The Atlantic, The Guardian, The Washington Post, The Times Educational Supplement and many more.

Former teacher and school administrator responsible for curriculum innovation, rewriting national frameworks for learning, and leading teams of educators and support staff.

## AWARDS

- Winner Excellence in Travel Writing Award Destination Canada 2019
- Guest Speaker at The International Indigenous Tourism Conference (IITC.)
- Special Guest Speaker on 630 CHED Afternoon News and Global News Radio. 2019

## PORTFOLIO

[www.fionatapp.com](http://www.fionatapp.com)

LinkedIn: <https://www.linkedin.com/in/fionatapp/>