

+ RESUME
+ PORTFOLIO

COPY- WRITER

*Words That Sell:
Unleash Your Brand's Power with Impactful Copy*

- Tailored writing style to match industry needs.
- Compelling copy to engage and persuade.
- SEO-optimized copy for better online visibility.



Jasmine Sotiropoulos

MASTERFUL COPYWRITER WITH UP-TO-DATE TREND AWARENESS AND A CREATIVE SPIRIT.

ABOUT

Highly creative and versatile copywriter. A passion for storytelling and a strong eye for detail, I bring ideas to life with impactful, compelling words. Ready to turn your vision into a reality and elevate your brand's online presence.

SKILLS

Copywriting
Graphic Design
Photography
Video Editing
Home Design
Trend Knowledge

INDUSTRY KNOWLEDGE

Real Estate
B2B
Travel
Fashion
Beauty
Design
Metaphysics

CONTACT

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📍 Melbourne, Australia

EDUCATION

Diploma of Photo Imaging - 2011
Photography Studies College

RELEVANT EXPERIENCE

Freelance Copywriter

Multiple Brands | Freelance 2012 - Present

- Versatile and experienced freelance copywriter with a proven track record of creating engaging content for various brands
- Strong research, writing, editing, optimization, and collaboration skills
- Knowledge of industry trends, audience preferences, and content performance analysis
- Ability to manage content calendars and production schedules with ease
- Proven experience working with multiple brands, showcasing versatility and commitment to delivering high-quality copy.

Brands

Retainer + Freelance Brands

- Lancome
- Hairhouse Warehouse
- Spirit of Cacao
- St Soleil
- Soda & Co
- Sacred Unveiling
- Oroceo Castro
- Blauww by Monica
- Hydrodol
- Cherish Jewellery
- Nudie Glow
- Milky Foot
- Bellabox
- The Dress Collective
- The 1906 Gents

EXAMPLES OF COPY

Website Copy – Travel Blog

We're a couple on a journey to live the digital nomad life. Our adventure started with the dream of traveling, discovering new places, and finding new ways to make money while doing it. We're budgeting our way through the world and soaking up every new experience. Every destination is a chance to create new memories, learn new skills, and grow as individuals. We're embracing the warmth and kindness of the people we meet and soaking up the local culture.

Our journey is not just about ticking destinations off our bucket list, but about finding new ways to live, work and create. We're determined to figure out how to make this lifestyle work and are always looking for new opportunities to make it happen. We invite you to follow our journey, as we hope to inspire others to take the leap and live life on their own terms.

Social Copy – Hair Product

Get ready to upgrade your hair game with The Farrah Titanium Hair Straightener by Halo!

This straightener features luxurious titanium plates and is designed to give you salon-quality results at home. The titanium plates provide even heat distribution and work to smooth and straighten your hair, leaving it sleek and glossy. Plus, with its adjustable temperature control, you can customize your styling to your specific hair type.

Whether you prefer stick-straight locks or loose, beachy waves, The Farrah has got you covered. Get yours today in store or online and say goodbye to bad hair days!
#Halo #FarrahTitaniumStraightener #LuxuryHair"

Social Copy – Beauty Subscription

Say hello to youthful, radiant skin with NudieGlow's Korean Beauty Face Mask Subscription! Our masks are made with the finest ingredients and leave your skin feeling soft, refreshed and hydrated. Our monthly subscription delivers a curated selection of 7 premium masks right to your doorstep. Say goodbye to dull skin, dark circles and fine lines and hello to a glowing complexion.

Indulge in the Best of Korean Beauty

Our masks are inspired by the latest Korean beauty trends and are designed to help you achieve your skincare goals. Whether you're looking for a brighter complexion, hydration, anti-aging, or all of the above, NudieGlow has you covered.

Experience Luxury Every Month

With NudieGlow's Korean Beauty Face Mask Subscription, you can treat yourself to luxury every month. Each monthly box is packed with 7 premium face masks that are sure to leave your skin looking and feeling its best. You'll also receive a personalized beauty guide with expert tips and tricks to help you get the most out of each mask.

Easy Online Purchase

Our subscription is available online, so you can purchase it from the comfort of your own home. Whether you're a busy mom, a college student or a working professional, you can enjoy the benefits of our premium masks without the hassle of going to the store.

Get the Luxury You Deserve

NudieGlow's Korean Beauty Face Mask Subscription is the perfect way to treat yourself to a luxurious spa-like experience every month. Say goodbye to dull, tired skin and hello to a youthful, radiant complexion. Subscribe today and get ready to glow like never before.

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Article - Finance

After Hours Market Frenzy: Snap, EA, AMD, and More in the Spotlight!

Check out the companies making big waves in after hours trading! It's a mixed bag of emotions for investors, but one thing's for sure, it's an exciting time for the market.

First up, we have Snap, the social media giant that saw its shares drop a staggering 14% after reporting quarterly revenue that was lower than what Wall Street was expecting. Despite this, the company didn't give up, and they're still pushing forward with their plans. On the other hand, Electronic Arts, the entertainment powerhouse, saw its shares decrease by 6.7% after reporting \$2.34 billion in revenue, which was less than analysts expected. The company is still optimistic and has plans to continue growing.

Next, we have Western Digital, the digital storage giant that saw its shares fall by 5.6% after reporting its quarterly revenue of \$3.11 billion, more than analysts expected. The company is still looking ahead, and they expect its revenue to continue to grow in the future.

Match Group, the dating app giant, reported quarterly revenue of \$786 million, which was less than Wall Street expected. Despite this, the company is still pushing forward and is expecting its first-quarter revenue to be lower than expected.

Lastly, we have Advanced Micro Devices, the chipmaker that saw its shares rise by 3% after reporting earnings that beat Wall Street's sales and profit expectations. The company is still optimistic and expects its revenue to dip in the first quarter.

After hours trading is never dull, and investors are in for a wild ride with these companies making headlines. It's an exciting time for the market, and investors are eagerly waiting to see what the future holds!

Social Post - Science

The Lifetime Quest: Particle Hunting in the Search for Cosmic Clues

Particle hunting is a thrilling, lifelong journey for scientists who search for answers to the biggest questions in physics. Take Nathan Whitehorn, who dedicated years of his life to studying data from the IceCube Neutrino Observatory in Antarctica and finally found success. His computer uncovered the first two high-energy neutrinos outside our galaxy and 26 more, a discovery that opened a new window into the cosmos. Whitehorn's determination paid off, but his search for the source of these extragalactic neutrinos was a slow slog. Similarly, the discovery of the Higgs boson took 36 years of hard work, but for Peter Higgs, it was a satisfying epilogue to his career, and for Clara Nellist, it marked a thrilling beginning. These are just a few examples of how big science works on generational time scales and how dedicated scientists can spend a lifetime searching for answers, but with determination and excitement, the journey is worth it.

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Website Copy - Furniture Collection

Introducing Nomadio's new luxury neutral collection - a perfect blend of sustainability, luxury, and bohemian style. Handmade with the finest materials, our furniture is soft to the touch and smooth to the eye. The neutral colors are inspired by the warm sand of our mother earth, creating a relaxed and natural atmosphere in any space. Each piece is crafted with a conscious mind, ensuring sustainability and longevity.

Embrace the sensual and bohemian lifestyle with Nomadio's new collection. Let our furniture be a part of your daily routine and experience the warmth and comfort it brings to your home. Join us in our mission to create beautiful, sustainable furniture that makes a positive impact on the environment. With Nomadio, you can have it all - luxury, comfort, and a clear conscience.

Blog Post - Greece Travel

Discover the Mystical Wonders of Greece: From Ancient Ruins to Idyllic Islands

Greece is an enticing and mystical destination for any traveler looking for an unforgettable experience. With its rich history and ancient archaeological sites, it's easy to see why so many people are drawn to this magnificent country. From the ancient Acropolis in Athens to the iconic Parthenon, Greece is a treasure trove of historical landmarks and cultural heritage waiting to be explored.

Stepping onto Greek soil is like taking a journey back in time. The ancient ruins of the Acropolis in Athens are a testament to the country's rich history and are a must-visit for any traveler. This iconic site provides an awe-inspiring view of the city and offers a glimpse into the ancient world of the Greeks. The Parthenon, a temple dedicated to Athena, is another must-see landmark. Standing tall and proud on the hilltop, it's easy to see why this temple is one of the most recognizable landmarks in the world.

For those interested in archaeology, a visit to the ancient city of Delphi is a must. This UNESCO World Heritage Site is the birthplace of Western philosophy and was once considered the center of the world by the ancient Greeks. Visitors can explore the well-preserved ruins of the Temple of Apollo and the Treasury of the Athenians, among many other fascinating sites.

Aside from its ancient landmarks, Greece is also known for its stunning landscapes and idyllic islands. The Aegean Sea, dotted with picturesque villages and crystal-clear waters, is the perfect place to relax and unwind. Take a ferry ride to the islands of Mykonos or Santorini and soak up the sun on the pristine beaches. These islands are also home to charming villages with whitewashed buildings and winding streets, offering a glimpse into the traditional way of life in Greece.

In conclusion, Greece is an enticing and mystical destination that offers something for everyone. Its ancient archaeological sites, stunning landscapes, and idyllic islands are just a few of the reasons why so many travelers are drawn to this beautiful country. A visit to Greece is an unforgettable experience that you'll treasure forever.