

Roxanne Groebel

SENIOR COPYWRITER

PROFILE

A lover of poetry, fashion, and digital storytelling, I've been writing professionally for the past 14 years.

Passionate about authenticity and connection, my writing has a tactile quality that makes the intangible, tangible.

Dedicated to creating engaging content for a range of mediums including email, social channels, blogs, and product pages, I enjoy finding the beauty in accessible, everyday language.

SKILLS

Email marketing copy
Blogs
Proofreading
Social content
Product descriptions
SEO copy
Brand & identity
Internal business culture writing
Styling & photography assistanting
Training & mentorship
Ad copy
Scripts
Packaging copy
Print & signage

REFERENCES

Ash Ryan
Creative Services Manager, Forever New (now at JB Hi-Fi)
0422 684 957

Luke Falkland-Brown, Latitude Financial Services (now at RMIT)
0410 699 233

📞 0410 843 113

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📍 Brunswick East, Melbourne, VIC

WORK HISTORY

Freelance Copywriter

MAR, 2025 - SEP, 2025

Worked for a range of clients, including The Salon Grid, Latitude Financial Services, and HAVEALOOK Websites.

Senior Copywriter at Forever New

OCT, 2020 - FEB, 2025

- Email copy roll out in four global regions
- Product page optimisation & copy
- Brand & tone of voice guidelines
- Copy for printed promotional materials - retail signage, lookbooks, broadsheets
- Written material for PR events
- Social content and captions
- Forever New Conscious launch
- Written materials for store activation
- Onboarding & HR documents
- Management & mentorship of my assistant

Freelance Copywriter

OCT, 2017 - SEP, 2020

Worked for a range of clients, Witchery, CGH Group, Sushi Sushi, A Perfect Space, Contrax, and Marmalade Lion.

Social & Content at Zillo + Hutch

OCT, 2017 - FEB, 2020

- Website & product copy
- Social media content & roll out
- Social community management
- Creation of brand voice for a newly established brand
- Email copy
- Product photography coordinator

EDUCATION

Western Sydney University

Bachelor Communications
Majoring in Journalism
Graduated 2012

TECH/SYSTEMS

I've worked with Asana, Magento, WFX, Leankit, Shopify, WordPress, Later, Planoly, Live Chat, Instagram, Gmail suite, Microsoft Office in addition to custom Content Management systems.

CAREER MILESTONES

At Forever New: Launched a multi channel fundraising campaign with global charity, Dress For Success to celebrate International Women's Day.

At Forever New: Launched Forever New Conscious. This time-sensitive project included working with multiple stakeholders across the business including the Email Coordinator, Sustainability Coordinator, and Legal teams to ensure that all aspects of the sustainability journey were communicated to customers in a transparent and brand-aligned way.

At Zillo + Hutch: Grew Z+H Instagram following from 3K to 9.7K in the space of 2 years with minimal paid posts

At Zillo + Hutch: part of the team that Won Best Large Stand at Decor + Design 2018

At RedBallon: established, wrote, and designed an edm for their supplier community with an above average open rate of approx. 25-30%

Copywriter at RedBallon

SEP, 2015 - SEP, 2017

- Create/edit product descriptions
- Train new copywriters
- E-Merchandise products on website
- Educate suppliers on imagery & copy
- Create supplier guidelines & newsletters
- Manage image galleries

Head Copywriter - Furniture at Domayne

JAN - SEP, 2015

Head of Content at Exercito

FEB, 2014 - JAN, 2015

Copywriter at Temple & Webster

SEP, 2012 - FEB, 2014

Copywriter at The Iconic

JUL - SEP, 2012

Junior Copywriter at Zanui

FEB - JUL, 2012

VOLUNTEER WORK

I worked as a retail assistant in a St Vincent de Paul op-shop through 2018 in my local community in the Melbourne's North.

LEARN MORE

Visit my website
roxannegroebel.com
to learn more about my story and to discover my portfolio.