

Natalie Pratas.

Freelance Content Writer
and Copywriter

I partner with startups and established businesses to help them better communicate with their users and customers through creative and engaging words.

I'm as comfortable working in a team to plan a piece of content or copy as I am at producing writing independently.

With over a decade of previous experience as a primary school teacher, I've successfully worked with some of the trickiest-to-please stakeholders.

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B2B & B2C email copy creation.

Client

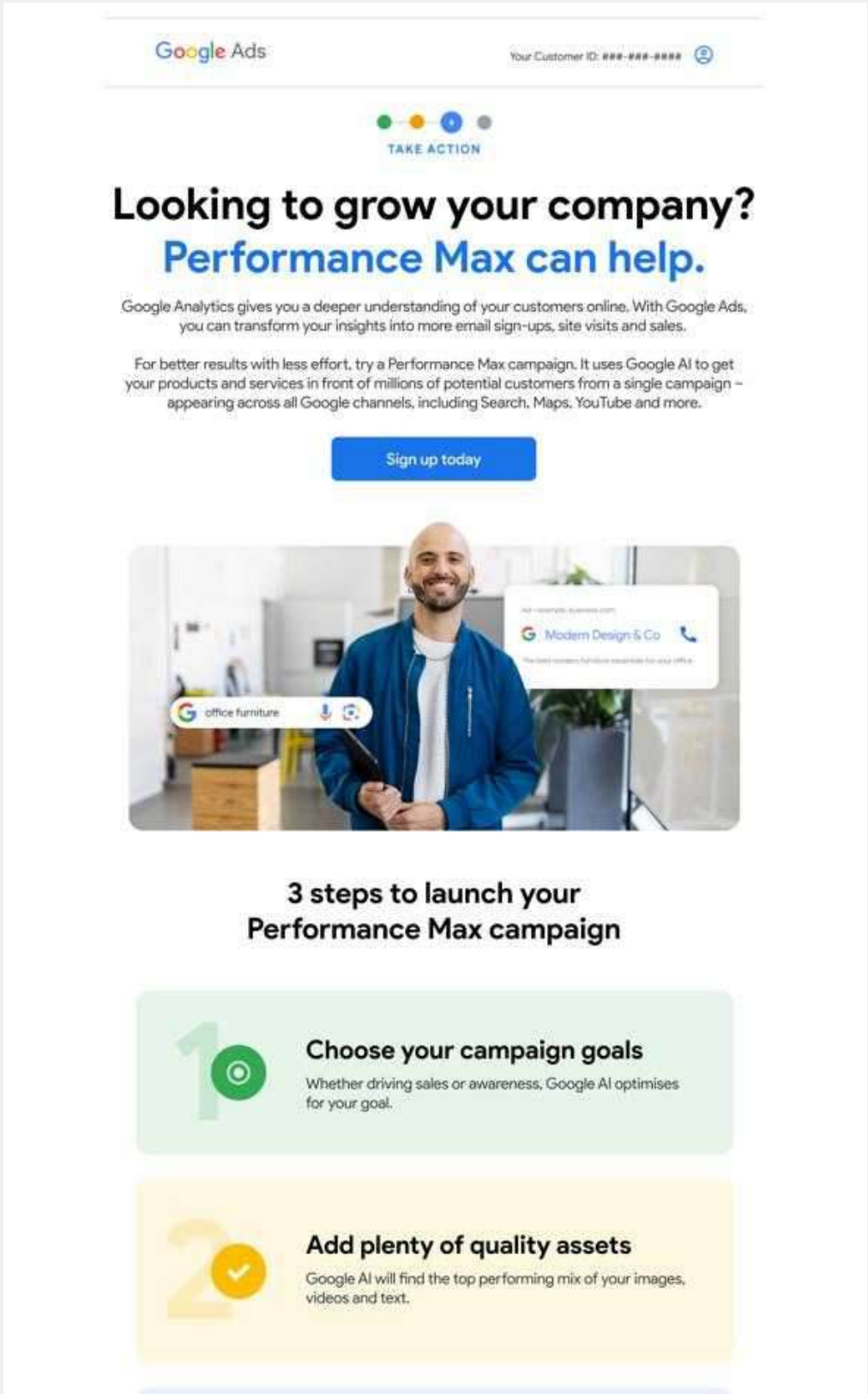
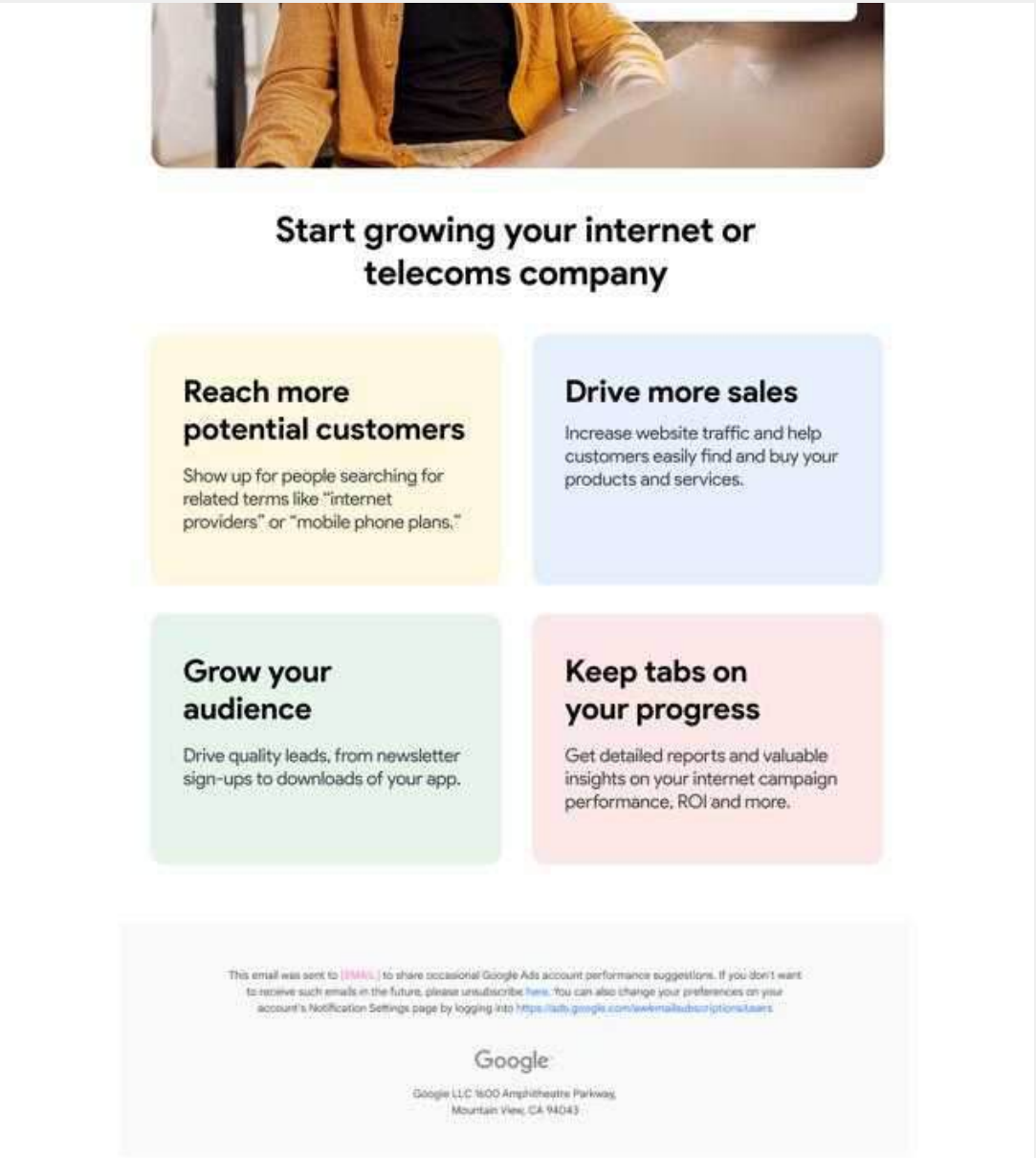
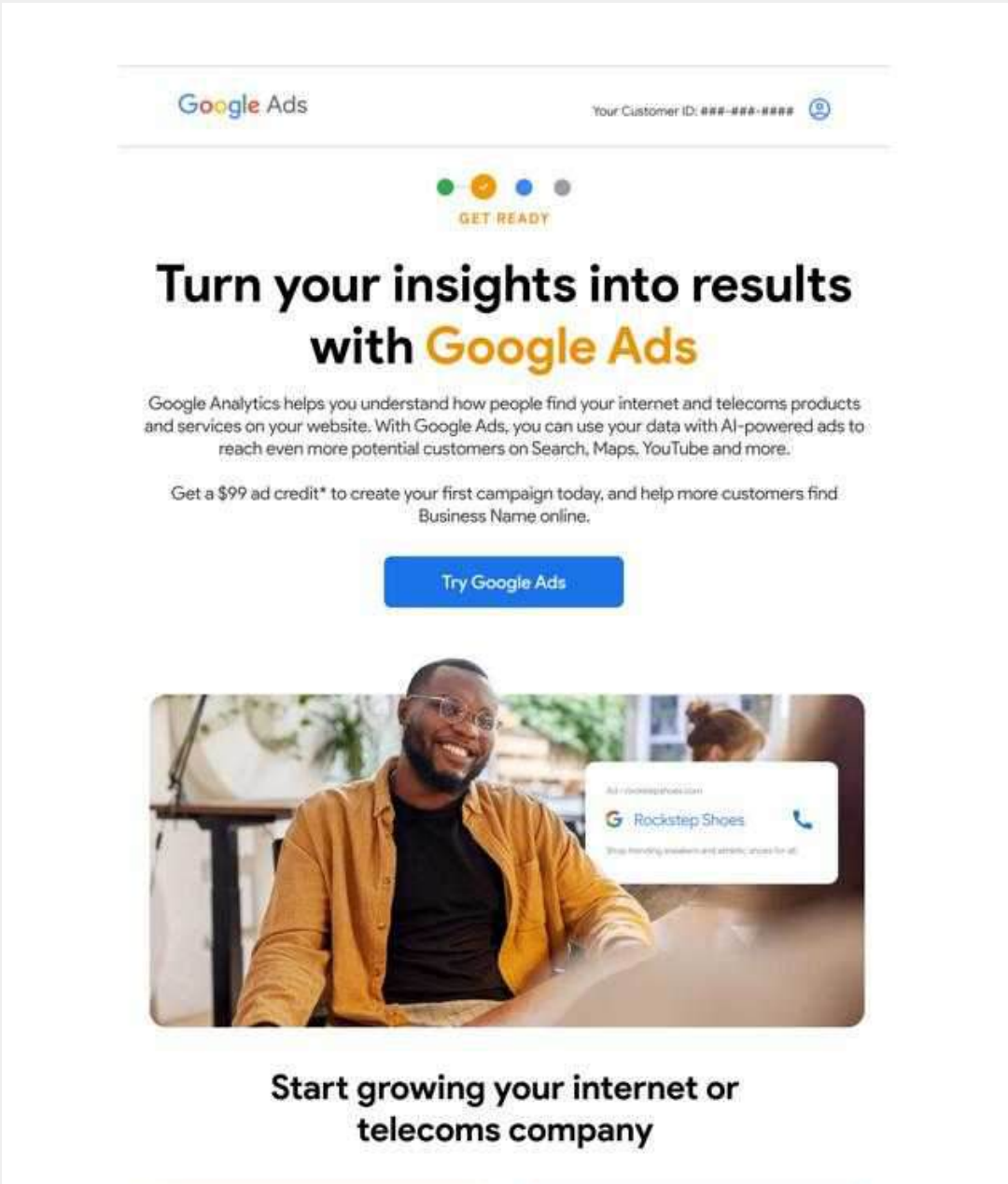
Google

Requirements

Email copywriting, editing, localisation, reviewing, B2B marketing, B2C marketing, email campaign

Description

In partnership with Factor San Francisco, I worked in a small copywriting team to write, edit and review email copy for Google’s British English-speaking business customers.



B2C SaaS copy.

Client
SIMPAL

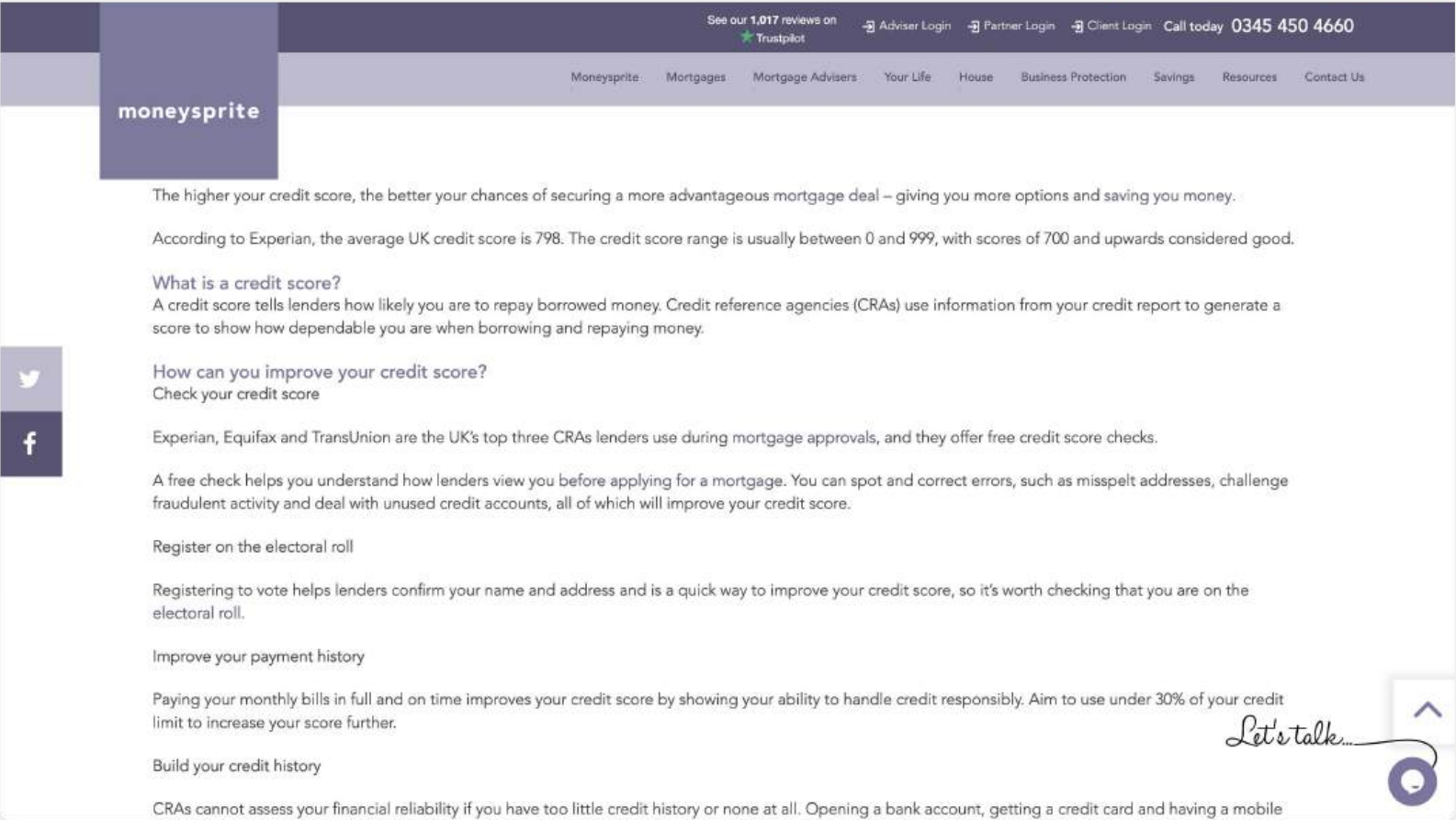
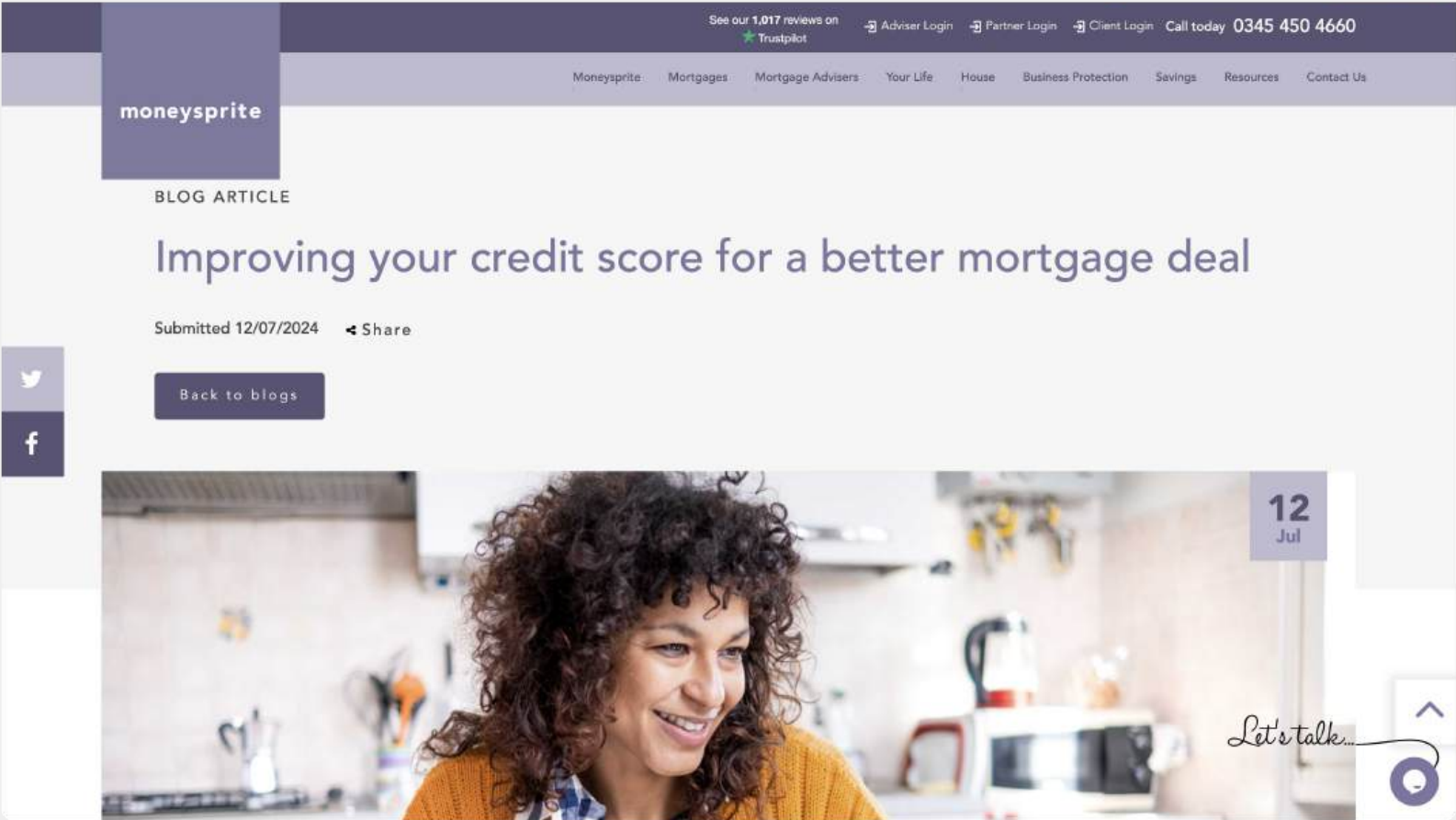
Requirements
Copy creation, copy reviewing,
B2C marketing, SaaS

Description
I worked with a startup founder to create copy for various channels, including the onboarding flow for a mobile app. Following a collaboratively produced brief, I created easy-to-understand copy focused on how the app works whilst incorporating the business’s values and unique selling points.



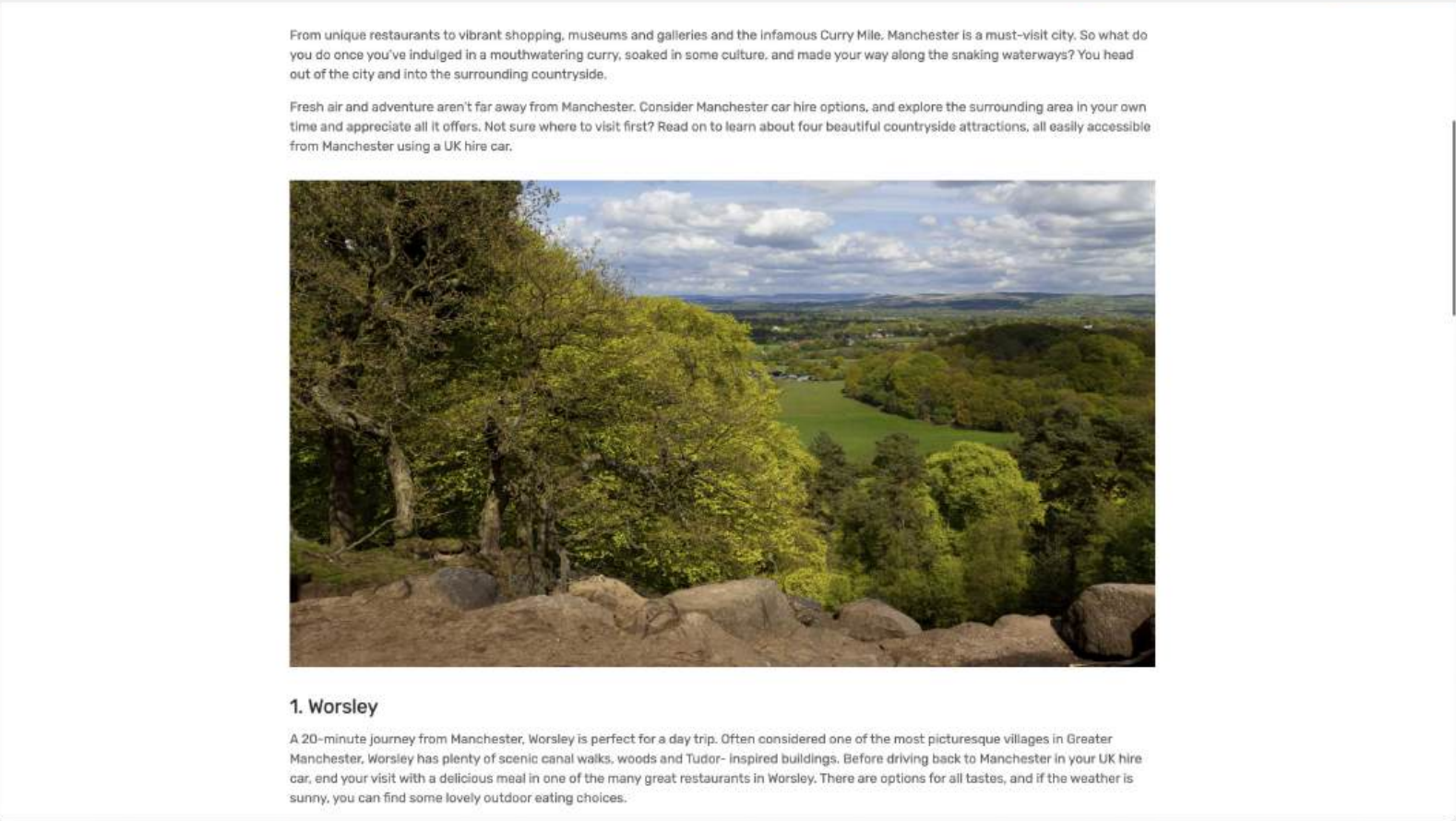
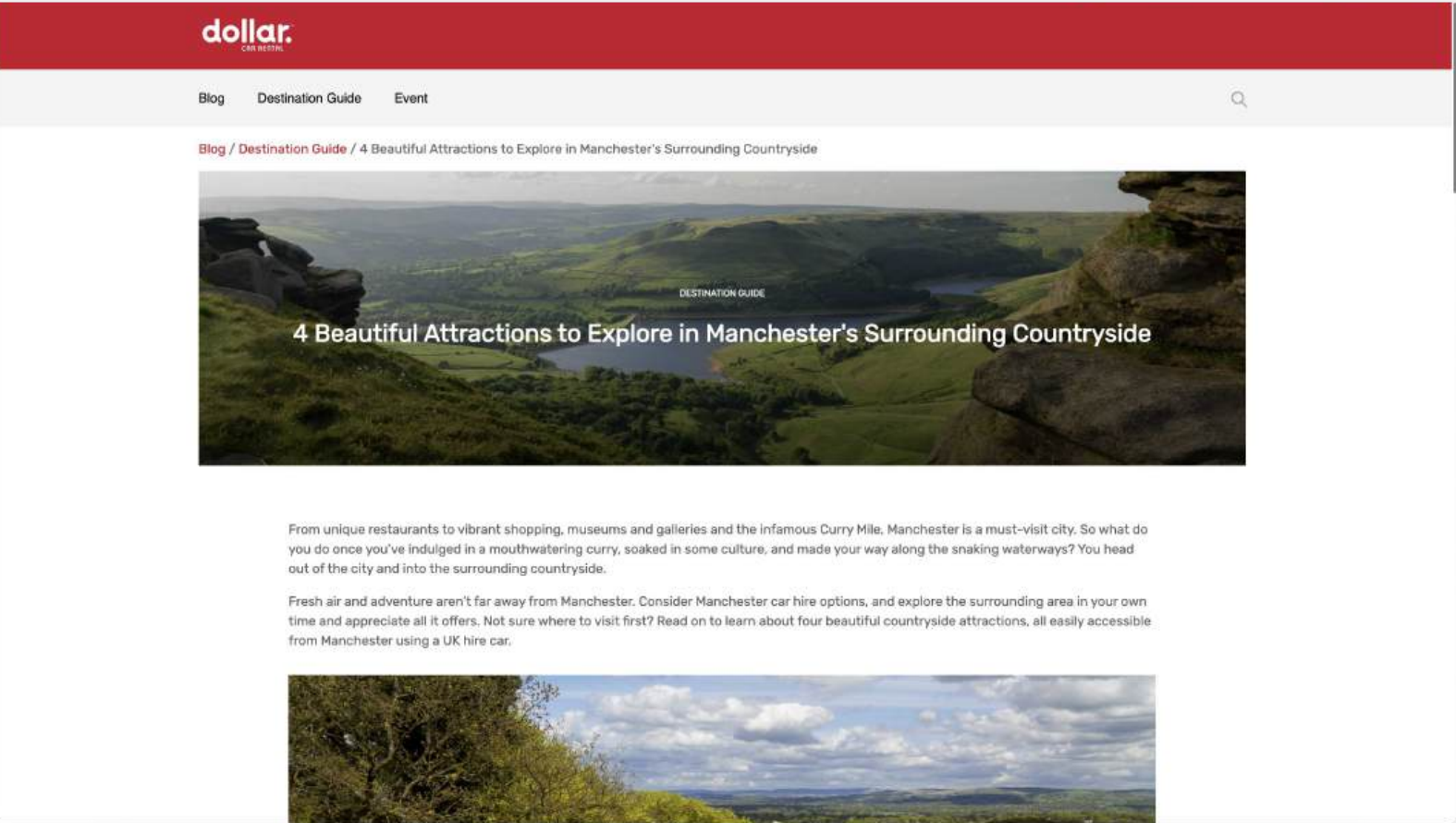
B2B & B2C SEO-optimised financial services content.

Client	Description
WEBPRO	I write SEO-optimised blog posts, articles and website content for the financial services industry.
Requirements	I work with a range of clients, following various briefs and tone of voice guidelines.
Blog posts, website content, articles, SEO	You can read a blog post on https://moneysprite.com/improving-your-credit-score-for-a-better-mortgage-deal



B2C SEO-optimised blog posts.

Client	Description
Dollar Car Rental	I wrote a series of UK outreach blog posts for Dollar Car Rental. I researched, wrote, edited and SEO-optimised each piece inline with the Dollar Car Rental tone of voice.
Requirements	
Blog posts, SEO	



B2B LMS LinkedIn content.

Client

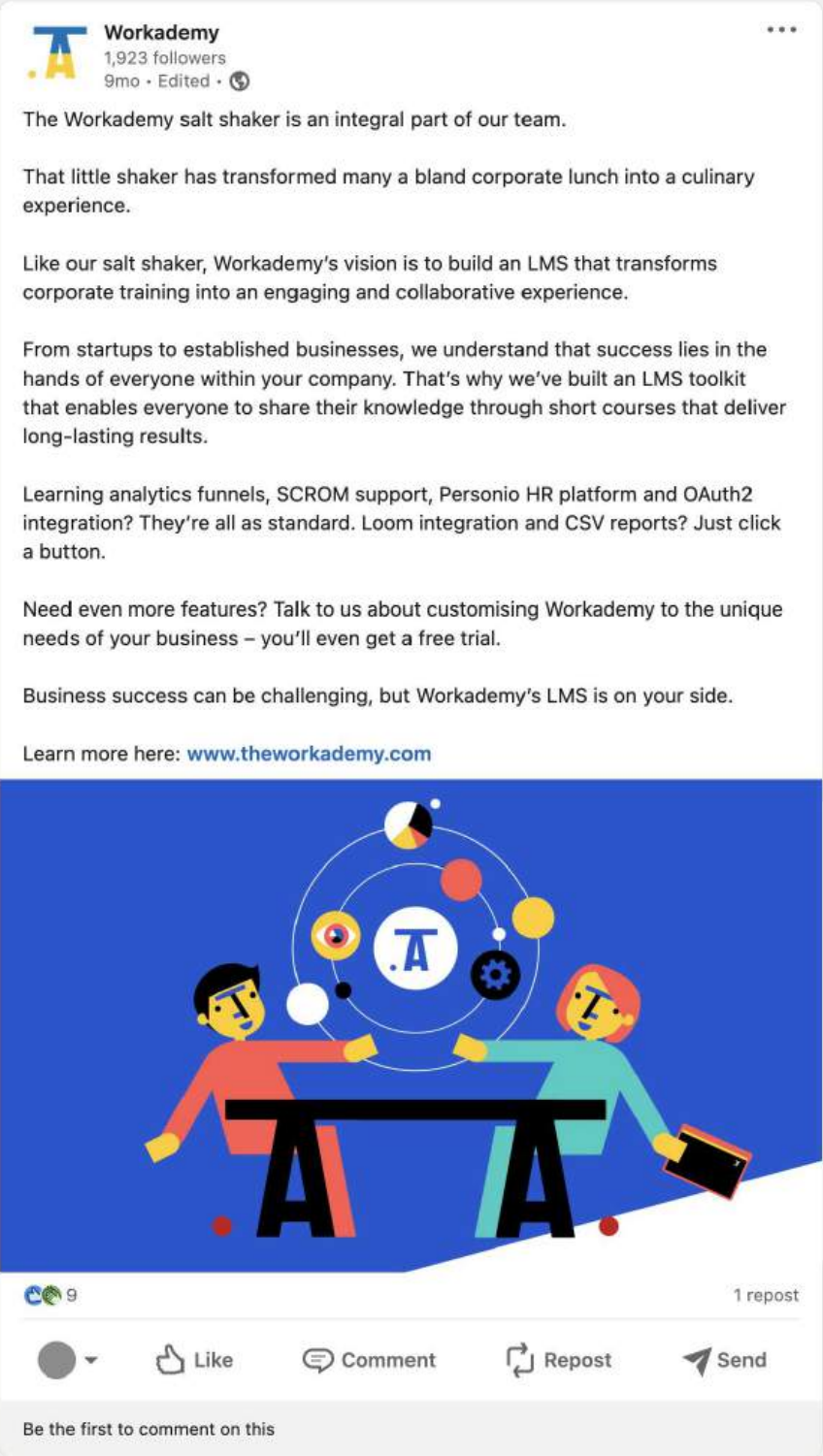
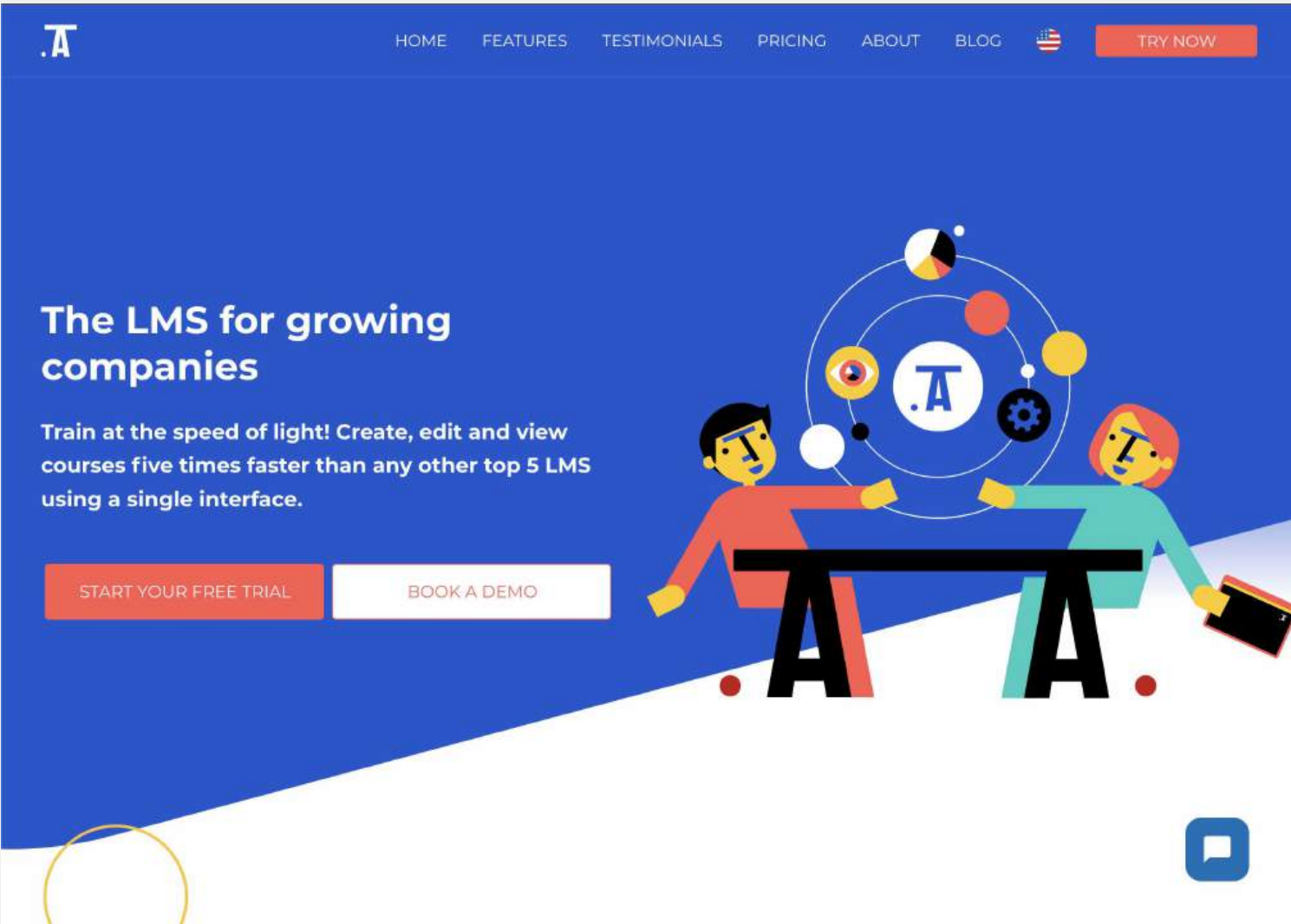
Workademy

Requirements

B2B lead generation, B2B marketing, learning management system, copywriting, social media copy

Description

Working alongside the business co-founders and their marketing agency, I created and edited B2B LinkedIn copy. I focused on telling the business’s story whilst highlighting the founders’ values and unique selling points.



Online article review & edit.

Client

Treksumo.com

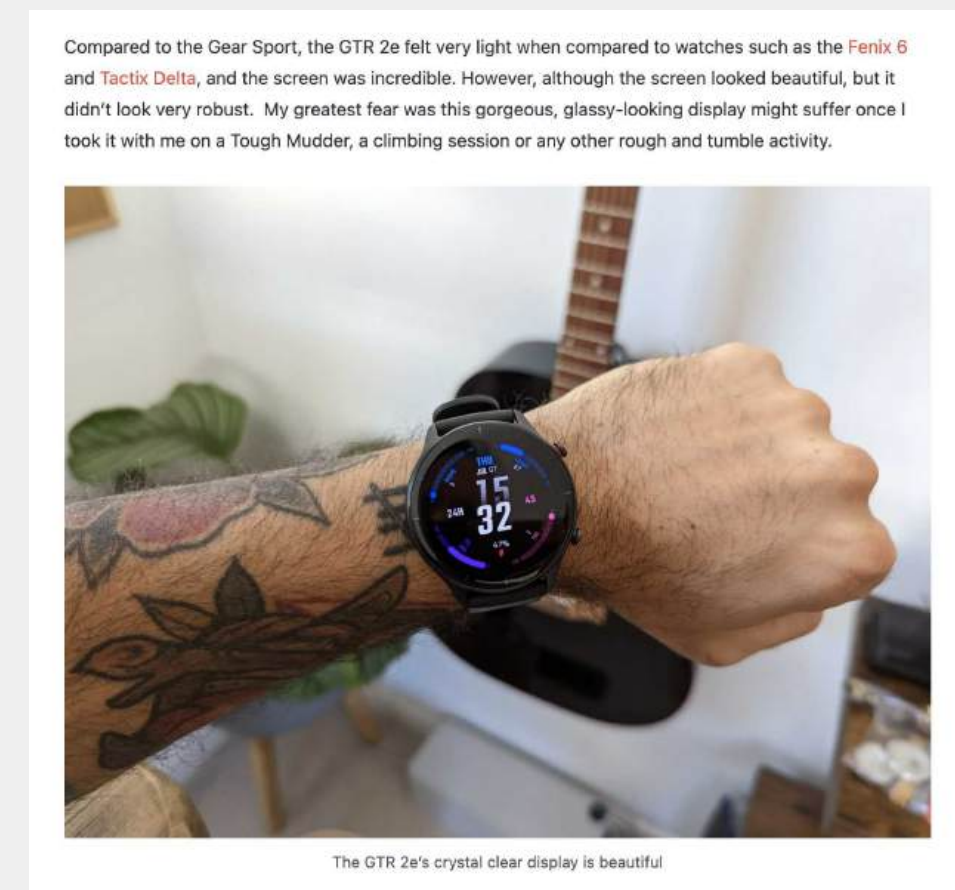
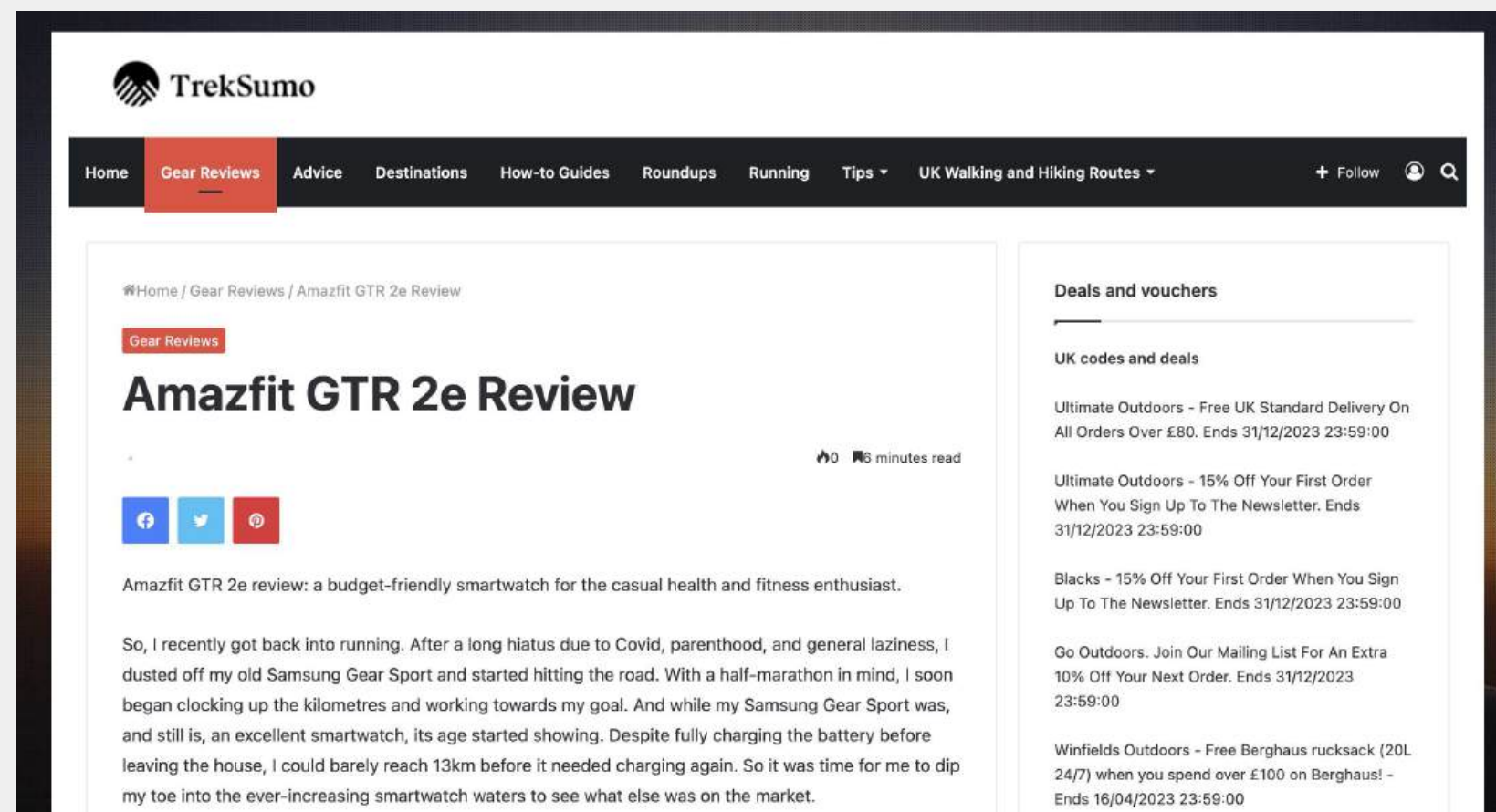
Requirements

Product description, product review, content editing

Description

Working alongside an independent product review blogger, I reviewed and edited content for an outdoor equipment website. Following a client-defined brief, I edited content to highlight the product features while incorporating technical information and descriptions.

You can read the full article on <https://treksumo.com/amazfit-gtr-2e-review/>



“

If you're in the market for an affordable overall lifestyle and fitness smartwatch, the Amazfit GTR 2e will serve you well. If you want notifications on your wrist, step and sleep tracking, heart rate and stress monitoring, all in an attractive and light package, this is an excellent purchase at its price point.

”

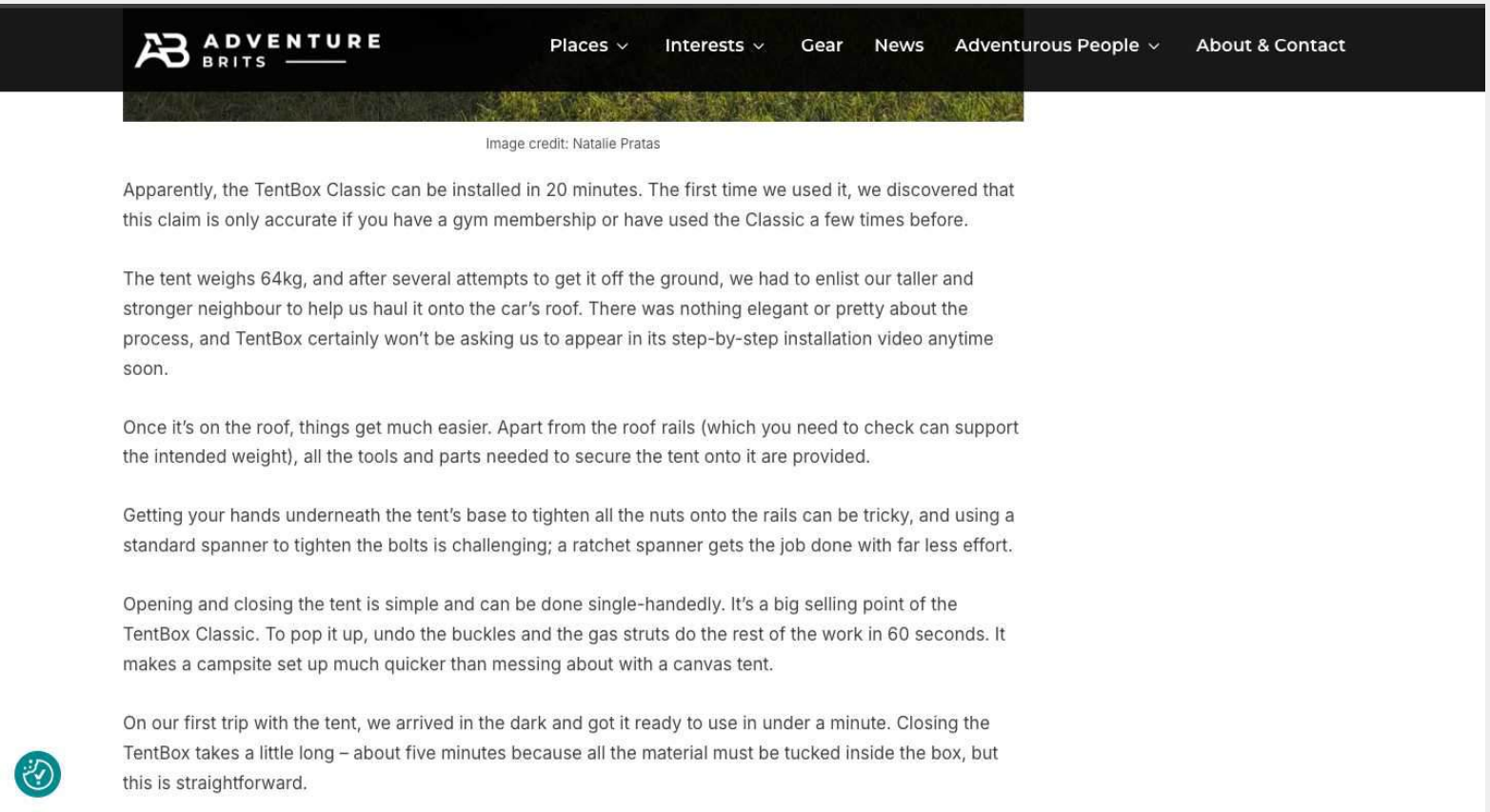
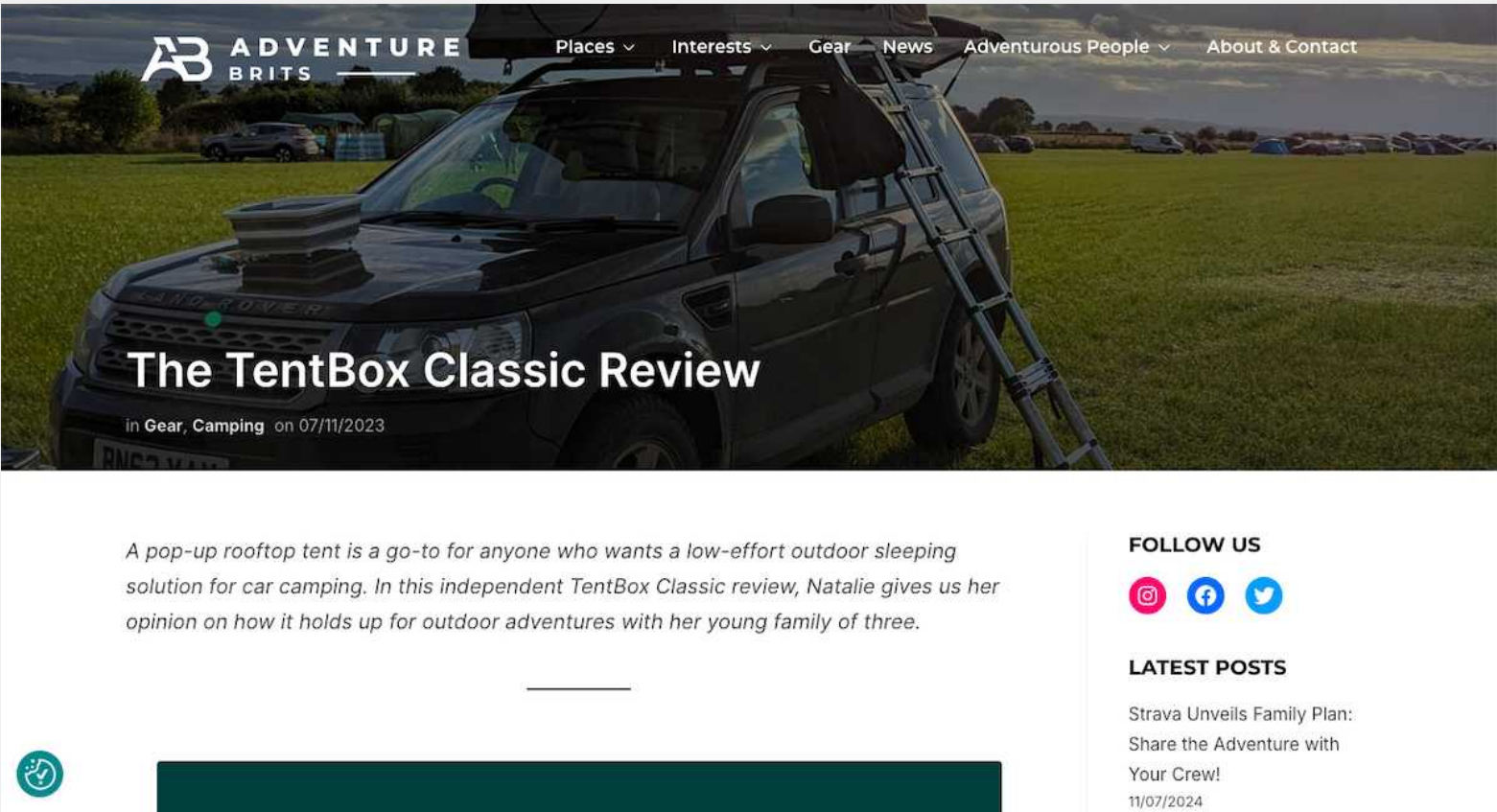
Product review.

Client
adventurebrits.co.uk

Requirements
Content writing, product description,
product review, product research

Description
I researched and reviewed the TentBox Classic, following the client’s brief and tone of voice guidelines. Using a balance of storytelling and technical details, I wrote an engaging and informative review for a new outdoor website.

You can read the full article on <https://adventurebrits.co.uk/tentbox-classic-review/>



Thank you.

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