



# Harrie Folland

**COPYWRITER + BRAND DEVELOPER**

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harriefolland.com

## ABOUT

Freelance copywriter and brand developer specialising in female-led + female-owned brands.

Areas of interest include women's health, femtech, healthcare, sustainability, renewable energy + innovation.

## COMPETENT IN THE USE OF

- Adobe Photoshop, Spark + InDesign
- CMS (Wix, Shopify, Kartra)
- Social media content management tools (Hootsuite, Iconosquare, Linktree)
- Miro
- Canva
- Microsoft Office tools (Word, PowerPoint, Excel, OneNote)
- Active Campaign, Mailchimp

## EXPERTISE

- Delivering powerful messaging for exciting brands, including website copy, slogans, mission + vision statements, values, messaging matrices + social media captions.
- End-to-end involvement in strategy; from identifying opportunities to defining content strategies and delivering such.
- Managing + delivering brand construction lifecycle from initiation to activation.
- Constructing convincing business cases for change, moving clients through diligent + comprehensive projects to deliver future-proofed brands suitable for scaling.
- Creation + delivery of exploration workshops to help clients understand current brand positioning + ideal future positioning.
- Curation of outcome-driven workshops to identify misalignment in brand assets.
- Confident in collaborating with external parties including creatives, strategists + target audiences, integrating specialists into the brand identity process.
- Skilled at combining messaging + visual assets to deliver simple + striking graphics with impact beyond individual elements.
- Utilisation of gathered market + competitor data to inform strategy development.
- Experience designing + taking briefs.
- Creative thinker with the ability to deliver fresh ideas backed by solid reasoning.
- Clients range from multinational online breast pump accessory stores to pioneering energy harvesting device engineers.

 harriefolland.com

 harrie folland

 @harriefoll

HARRIE  
FOLLAND  
LTD

FREELANCE  
COPYWRITER

Junior brand developer  
(we're doin' it!)



Freelance copywriter  
(got my creative mojo back)



Trainee patent attorney  
(yeah, I'm confused too!)



Digital marketing manager  
(for a cool cold-pressed  
juice co.)



Biomedical science degree  
(why not)



A lot of other stuff (life)



Birth (not much going on)

CREATIVITY

## RELATED EXPERIENCE

- **Copywriting:** website copy, articles/blog posts, brand standards, taglines, mission statements, social media captions, pamphlets + brochures, grant applications, product description + newsletters.
- **Copyediting:** over 150 applications for Innovate UK and the European Innovation Council grants; website copy; brochures + articles.
- **Grant writing:** secured £500,000 Innovate UK grant for Rouute Technologies. Application written for Youngman Lovell, outcome pending.
- **Book editing:** edition two of Confessions Of The Menopausal Mayhem Mother (publication date TBC).
- **Social media management:** CarriMe (@carrimetoo, Jan '21–May '22), Wilkinson Hall (@wilkinsonhall, July '21–Jan '22), Hybrid Power Hire (@hybridpowerhire, Dec '20–April '22), Off Grid Energy (@offgridenergy, Dec '20–Feb '21), Press Healthfoods (@press\_healthfoods, Aug '15–May '16).
- **Agency work:** Overture' London.
- **Specialist subjects:** include women's health, femtech, innovation, energy + sustainability.
- **Clients include:** Her+Earth, CarriMe, Idaho Jones, Hedoine, The Paw Shed, Menopausal Mayhem Mothers, Kathryn Colas Academy, Grantify, Hybrid Power Hire, Off Grid Energy, Rouute Technologies, Wilkinson Hall, Youngman Lovell, Altido, Hasta World, Little Soul Shack, Wick Antiques, OakNorth + Overture London.

## QUALIFICATIONS

**Biomedical science BSc**  
Imperial College London

**Intellectual Property Law PGCert**  
Queen Mary University

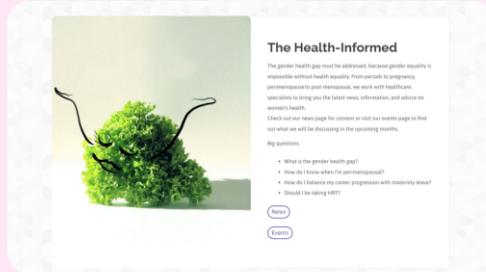
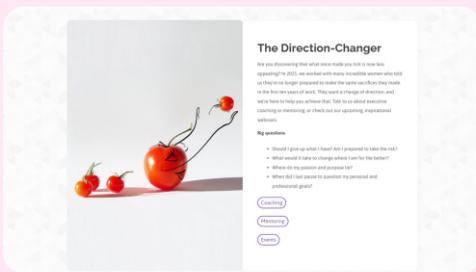
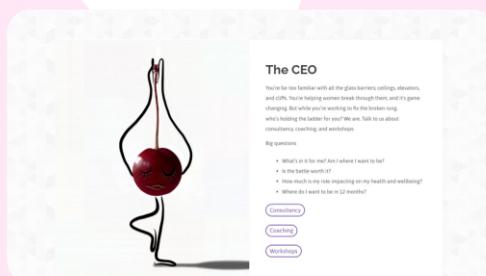
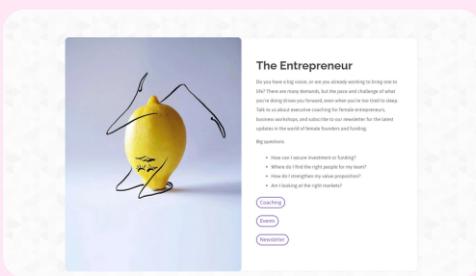
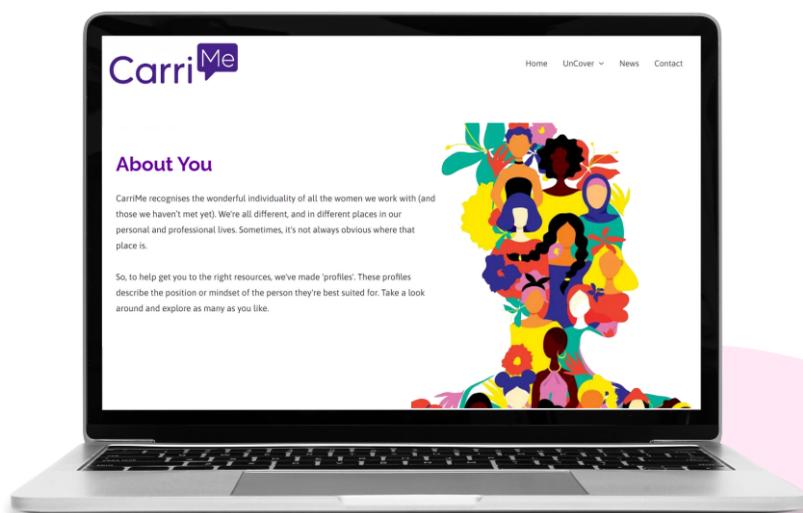
**Starting your own business + going it alone**  
PhD in independent thinking, working solo, leading a team, liasing with clients, figuring sh\*t out, not dying

## Project: Female-led consultancy for women

- The client, CarriMe, is a female-led start-up providing support for women starting, scaling + leading businesses. They also provide thought leadership pieces on women's health.
- At the time of inception, the company had no tangible product/service on offer. The mission, vision, values + purpose of the brand had to be communicated, as well as the site's suitability for all women, without letting on that an offering was not yet available.
- Layout of the site had to be representative of the audience, future offering, and company itself.
- The UX/UI had to be suitable for women aged 40-70, who are typically less tech-savvy than younger generations.
- As well as explaining the business services that would eventually be on offer, we had to ensure the site was attractive to those just there to learn about health. Exclusivity was not an option.

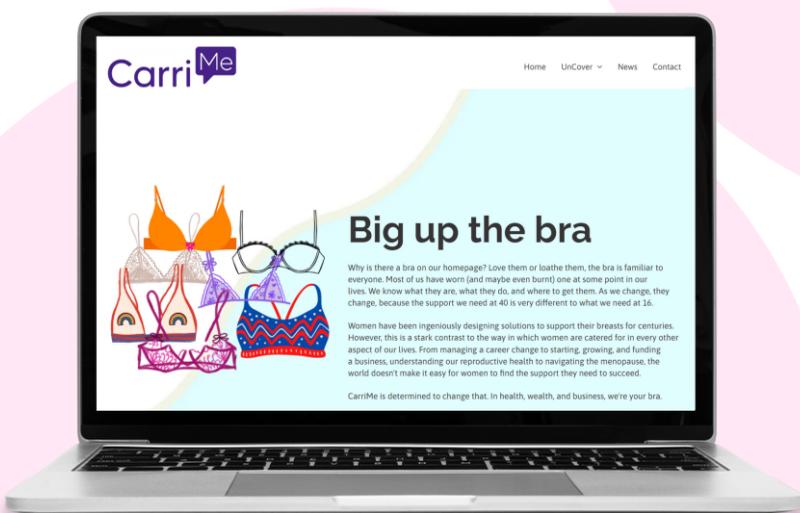
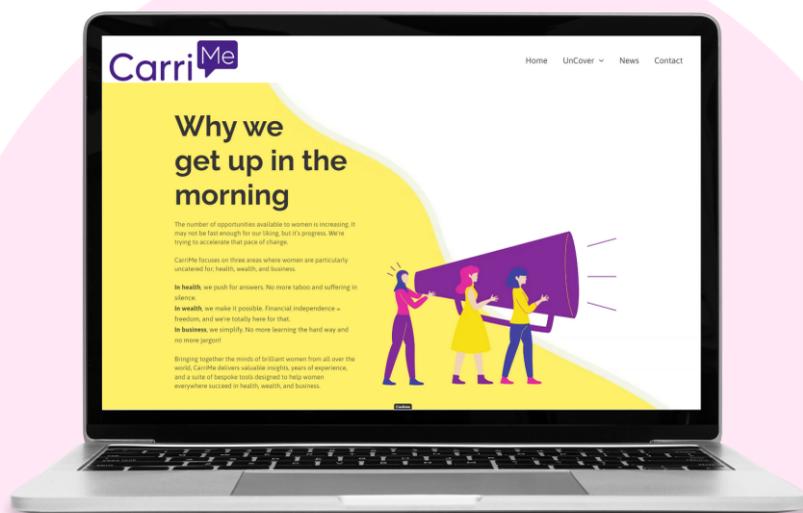
**TASK:** Create a website that simultaneously appealed to women from different stages of business development + those interested in health alone, in a clear, concise + engaging manner.

I supported the team by mapping out the end-to-end solution which targeted the identified pain points and themes of the target market segments. I brought this to life through a series of multi-panelled web pages encouraging participation from all women. "About you" was created to help everybody find their place in the business's offering. Inclusivity was key.



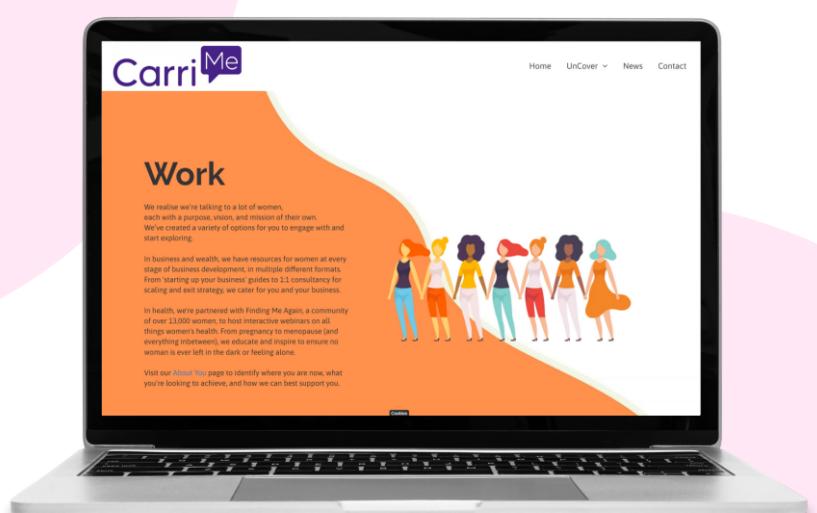
We created multiple audience personas to help visitors find which they most resonated with, + when available, direct them to the right supporting material. This was also a chance to make everyone feel welcome + 'normal'.

"About us" starts not with the people of the company, but a statement explaining the reasoning behind the company. This business was born out of a passion for the cause, so this naturally had to lead the "about us" page. Immediately connecting with the audience was imperative.



Keeping the theme of support running through the site, we dedicated a whole section to 'big up the bra'. This helped keep the page serious but light at the same time. An easy symbol to relate to, the bra unites all women + helps build community.

The "work" section was a chance to explain what the company would offer and how they would do it. We created a simple and personable experience with undeniable visual and verbal clarity. This encouraged confidence, empowering readers + reassuring them that it's not too late to strive for what you want in life.



**Project: Boutique dog groomer, Surrey**

- The client, The Paw Shed, is a boutique dog grooming salon based in Reigate, Surrey.
- The founder was expanding the business and realised the current logo didn't represent the typical breed of dog visiting the salon.
- They commissioned a new logo.
- Without any formal brand identity documents (or even thoughts), the resulting logo wasn't representative of the company as it was, where it wanted to be, or what it stood for.
- The founder couldn't work out why.

I was tasked with developing brand guidelines to help brief a new logo design and provide a framework to ensure all future business developments aligned with the true essence of the brand.

**TASK**

**Our target market**

**Age:** 40-60.

**Gender:** Mostly female.

**Lives:** Mainly Reigate, Wides Surrey.

**Pains:** Leaving their dog. Dishonesty. Feeling ripped off.

**Likes:** Convenience. Good quality. Recommendations from friends. Coastal walks. Authentic people. Pub lunches. Her dog!



thepawshed.dog @thepawshed

**DISCOVERY WORKSHOP**

I led several strategy and ideation workshops that helped capture brand requirements and refocus the founder. I carried out independent, deep-dive research into the market, competitive landscape, and customer behaviours to build out the current environment shaping the business.

**GUIDELINE DELIVERY**

Creation + delivery of the brand guidelines, including purpose, mission, vision + value statements; brand persona; target market; positioning; imagery; TOV + language; typography + colour palette.

**We are premium**

As a premium brand, we stand for quality, consistency, value, and a high standard of customer service.

But we are not luxury, out of reach, or exclusive. With a range of products and services to suit all budgets, everyone is welcome at The Paw Shed.

**Similarly premium brands**

Cow Shed, The White Company, Candy Kittens, Oliver Bonas, Neom Organics.



thepawshed.dog @thepawshed

**Color palette**



#000000 #FFFFFF  
#D0DADA #F1E0E3  
#00B0A8 #E64242

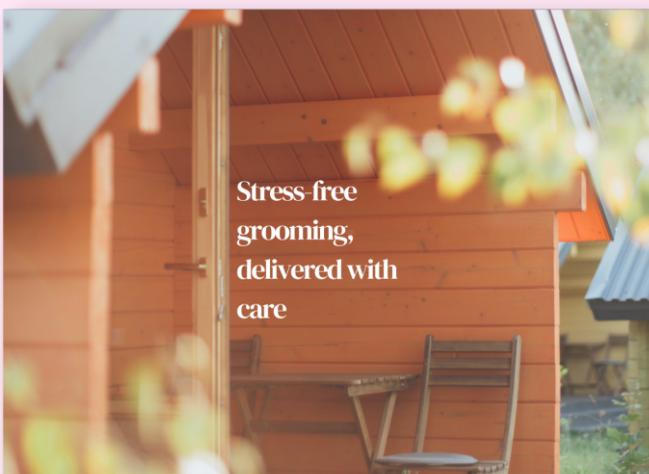
thepawshed.dog @thepawshed

**VISUAL IDENTITY**

I liaised with + worked alongside freelance illustrators + designers to embellish the brand guidelines with a new logo, icon + variations.

**Brand guidelines (a sample)**

Stress-free grooming, delivered with care



**V** **Vision**

A stress-free world for dogs and their humans.



thepawshed.dog @thepawshed

We are caring & kind, confident & skilled.

We always listen to the customer, but also offer our expert advice.

We welcome dogs of all ages, breeds & experience.

We're here to make every dog's grooming experience enjoyable.

We value our customers & their loyalty.

All of our products are 100% natural & organic.

Above all, the dog is our priority. We only ever provide 1:1 treatments. No cages, no fear, no stress. Just happy dogs.



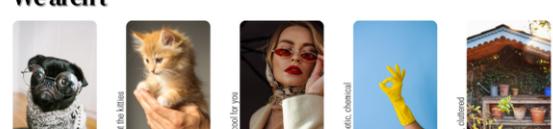
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**Imagery references**

**We are**



**We aren't**



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**Typo**  
**graphy**

Our logo font is Cochin.

Our title font is DM Serif Display, with characters spaced at -54, lines spaced at 0.84.

Our body text is Brendon.



thepawshed.dog @thepawshed

**Tone of voice**

Our tone of voice reflects our nature: positive, kind, considerate, confident, happy, driven.

We're careful with our words. We listen first, speak second.



thepawshed.dog @thepawshed