

TOBY FELDMAN

Copywriter, Island Boy, Arsenal Fan

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EXPERIENCE

Brand + Product Marketing Copywriter

Infraspeak

March 2022 - Ongoing Portugal

- Lead creative copywriter for product releases, sales enablement documentation, product newsletter, social media and other channels
 - Liasion with graphic designer, several stake holders and teams
 - Translations and localisations for all key languages (EN, FR, ES, PT-PT, PT-BR)

Business Development Manager UK

Ipsotek

June 2021 - March 2022 London

- Account Management, Growth and Support for several legacy and new accounts in the UK and Europe
 - Demos and Meetings
 - Inbound request management
 - CRM Population and upkeep (SugarCRM)
 - Pareto Sales Training

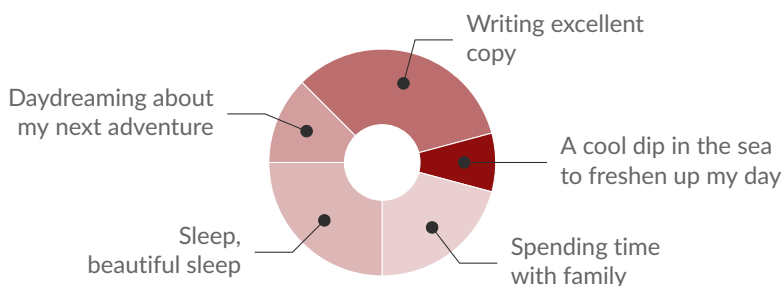
Account Executive/Copywriter

WOAW

November 2020 - May 2020 London

- Content Strategy Design, Copywriting and Social Media Management for CEOs and Co-Founders

WHAT MAKES ME, ME?



MY LIFE PHILOSOPHY

"The best way to resolve stress is to go for a walk' Me, just now.

MOST PROUD OF



Culture Book, Infraspeak

An 8 month long copywriting project involving C-suite to redesign the company's culture book. Several, several learnings!



Product Newsletter, Infraspeak

Collect product insights, translate into 400 words of copy, oversee the creation of the graphic design. Read rate over 30 per cent and 1000s in attributed revenue



Client interactions, Ipsotek

Successfully led complex product demos to seasoned industry professionals; attended industry shows + gained valuable professional confidence

STRENGTHS

Creative

Empathetic

Disciplined

Friendly

Polyglot

LANGUAGES

English

Spanish

Portuguese

French

EDUCATION

BA in Modern Foreign Languages

University of Bristol

2016-2020

First Class Honours

Jewish Free School

Secondary Education

2009 - 2015

London

A Level Results: A* A* A

