

# Remie Lund — Freelance Senior Copywriter

Words that work. Brands that resonate. With over **15 years of experience** crafting compelling copy for some of the world's most recognised tech, finance, beauty, and luxury brands, Remie Lund is the freelance copywriter who brings both strategy and soul to every brief.

From tone of voice guides and UX copy to long-form editorial and product descriptions, Remie's work spans industries and formats — always rooted in authenticity, always built to convert. Clients include **PayByPhone, Dojo, Asda Money, Lyst, Cloud Nine Beauty, Illamasqua, Employment Hero, AXA, Magnet** and many more.

AVAILABLE FOR FREELANCE

15+ YEARS EXPERIENCE

GLOBAL BRANDS & AGENCIES



# What Remie Does Best

Remie's specialism lies in honing in on tone of voice that genuinely reflects a brand's identity – ensuring every piece of content is not only engaging but deeply authentic. Through the art of storytelling, she creates persuasive copy that elevates brands and connects with their intended audiences across every channel and platform.



## Brand Voice & TOV

Developing distinctive tone of voice guides used in-house and externally, ensuring consistency across every touchpoint.



## Web & UX Copy

Conversion-driven website copy, landing pages, and UX writing that reduces friction and guides users seamlessly.



## Blog & Editorial

Long-form SEO content, feature writing, and evergreen blog posts that educate, engage, and drive organic traffic.

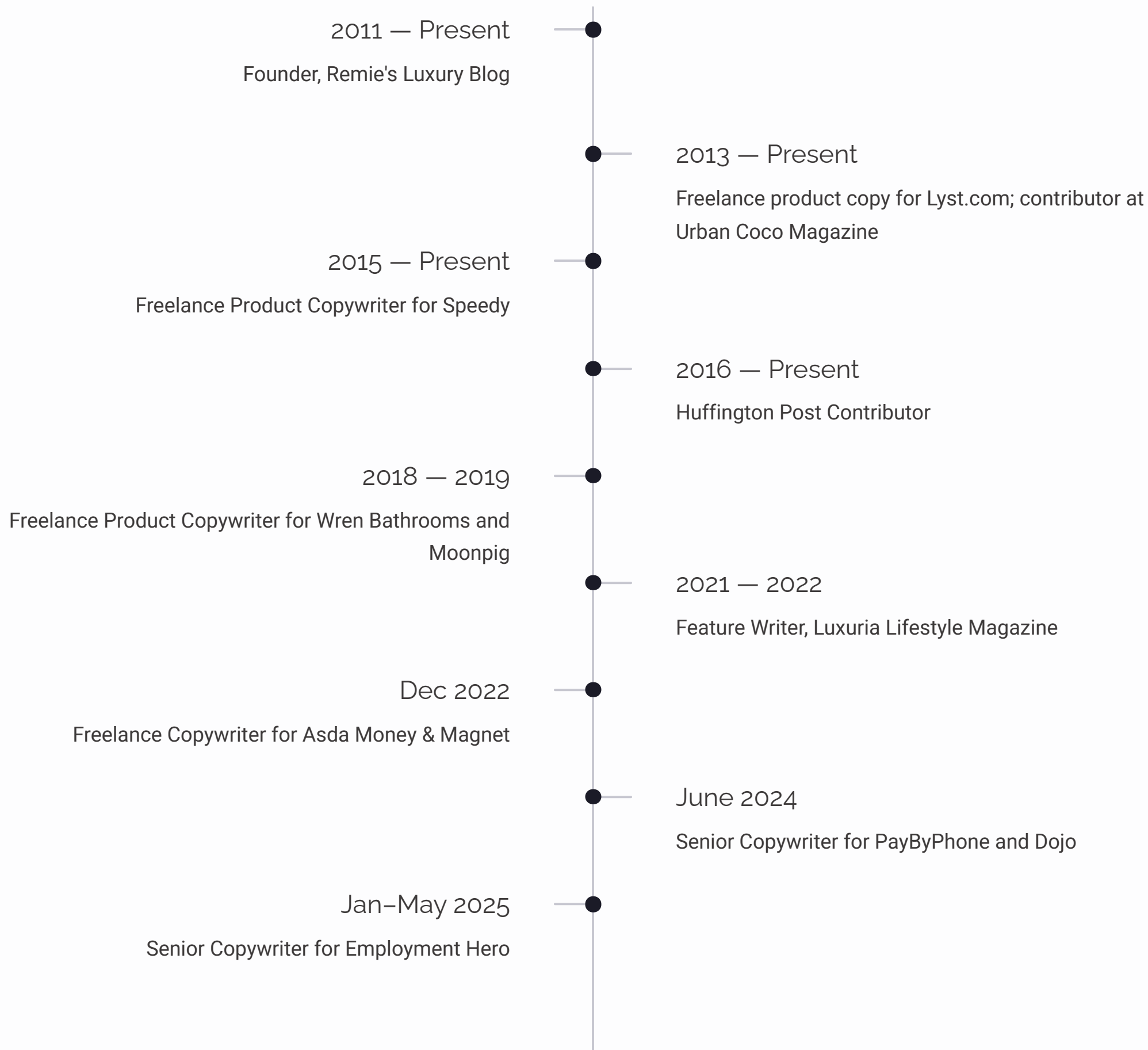


## Product Copy

High-end product descriptions with a luxury TOV for fashion, beauty, jewellery, and lifestyle brands.

# Career Timeline

A career built on consistency, craft, and an ever-expanding roster of world-class clients. From early editorial roots to senior freelance contracts with global brands, Remie's journey reflects a writer who has grown with the industry.



# Fintech & Payments: Dojo & PayByPhone

**Dojo** wanted to establish a more human voice – an injection of personality while upholding their no-jargon brand persona. Remie worked with their team to build a resource hub filled with helpful blog posts, positioning Dojo as the go-to authority for small businesses navigating a start-up. The goal was clarity without condescension, and warmth without losing credibility.

**PayByPhone** specialises in parking payment solutions and recently rolled out new in-app features, including PayByPhone Protect – giving customers the option to insure their belongings. Remie helped develop messaging that aligned with buyer needs, supported pipeline conversations, and accelerated the sales journey. She also worked with PayByPhone's in-house design and PR team to deliver the entire writing portion of their rebrand, creating a comprehensive TOV Guide used both in-house and externally, alongside blogs, landing pages, and email copy combining clarity, conversion, and buyer empathy.

Dojo Resource Hub

**[Recurring Card Payments Guide](#)**

Dojo Blog

**[Operational Efficiency Explained](#)**

# HR Tech: Employment Hero & Bright HR

**Employment Hero** wanted to give HR a human touch. Remie worked with their team to complete a full audit of their blog content, refreshing each post to create a batch of evergreen content that reflected their loyal, trustworthy persona. She helped the team articulate value, reduce friction in the buying journey, and turn complex products into clear, scalable messages.

**Bright HR** required landing page and web content that turned complexity into clarity without stripping out nuance. Remie created landing pages that clarified what the company was selling in a way that buyers could immediately relate to – accessible, authoritative, and on-brand.

→ Employment Hero

**Financial Wellness at Work**

→ Bright HR

**Employee Self-Service HR Software**

## The Approach

For both HR brands, the challenge was the same: make the complex feel simple, and the corporate feel human. Remie's method – auditing existing content, identifying tone gaps, and rewriting with the end user in mind – delivered evergreen content built to scale.

# Luxury & Fashion: Lyst, Ernest Jones & Boutique Goldsmiths

Luxury copy demands a very particular skill: the ability to evoke desire, exclusivity, and aspiration in just a handful of words. Remie has honed this craft across some of the most prestigious names in fashion and jewellery retail, creating product descriptions that speak directly to a discerning, high-value audience.

For **Lyst**, Remie wrote product descriptions with a luxury TOV, covering designer collections and curated fashion edits. For **Ernest Jones** and **Boutique Goldsmiths**, she crafted high-end product copy that balanced technical detail with emotional resonance — the kind of writing that makes a customer feel the weight of a watch or the gleam of a gemstone through the screen.

Lyst — Designer Collections

[Anya Hindmarch Designer Page](#) · [Fashion Horoscope 2025](#)

Ernest Jones — Product Copy

[Tissot PRC 100 Solar Watch](#)

# Beauty & Lifestyle: Cloud Nine & Sellier Knightsbridge

## Beauty Copy That Converts

Great beauty copy does more than describe a product — it sells a transformation. For Cloud Nine Hair, Remie created product landing pages that combined technical detail with aspirational language, helping customers understand not just what the product does, but how it will make them feel.

For Sellier Knightsbridge, a luxury resale client, Remie produced editorial-quality blog content — including an authoritative guide to Hermès leathers — that positioned the brand as a trusted expert in the high-end resale market.

## Cloud Nine Hair

Product landing pages with aspirational, conversion-focused copy.

**[Hot Brush Landing Page →](#)**

## Sellier Knightsbridge

Luxury editorial blog content positioning the brand as a resale authority.

**[Guide to Hermès Leathers](#)**

**[→](#)**

# Home & Interiors: Magnet, Graham & Brown & Vita Mojo

**Graham & Brown** wanted to position themselves as the go-to destination for décor advice. Remie created on-brand blog posts to build an informational hub that would engage buyers, educate on colour and design, and drive sales – all while maintaining the brand's warm, knowledgeable voice.

**Magnet** required copy that reflected their deep industry expertise. Remie worked with the team to produce a plethora of décor guides, positioning Magnet as the interiors experts they truly are. The blog posts were designed to be educational, helping customers create their dream kitchens while organically promoting Magnet products to drive sales.

For **Vita Mojo**, Remie turned regulatory complexity into clarity – producing accessible, well-researched blog content around topics such as Natasha's Law, helping the brand communicate important industry changes to their audience without losing nuance or authority.

Graham & Brown

**Colours That Go With Green**

Magnet

**A Guide to Neutrals**

Vita Mojo

**Natasha's Law Explained**

# Skills, Tools & Expertise

Remie combines exceptional creative instinct with the technical know-how to deliver work that performs. She works well under pressure, has outstanding organisational skills, and requires minimal direction to complete assigned tasks to the highest standard – making her an ideal partner for both agencies and in-house teams.



## Copywriting & Editorial

Exceptional copywriting skills with meticulous attention to detail, ensuring consistency in voice, strategy, and brand across every deliverable.



## SEO Expertise

Outstanding knowledge of SEO best practices, applied to web content, blog posts, and landing pages to maximise organic reach and rankings.



## Research & Interviews

Able to source and interview industry experts, bringing depth and authority to editorial and thought leadership content.



## Tools & Platforms

Proficient in WordPress, Asana, Figma, Teams, LinkedIn, Google Suite, HTML, and CMS platforms.

15+

Years Experience

Senior-level freelance copywriting across agencies and global brands.

20+

Brands Served

From fintech start-ups to luxury fashion houses.

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Core Sectors

Tech, Finance, Beauty & Luxury – with deep niche expertise in each.

# Let's Work Together

Whether you need a complete brand voice overhaul, a suite of SEO blog posts, conversion-focused landing pages, or luxury product copy that makes customers stop scrolling – Remie Lund delivers work that is strategic, on-brand, and built to perform.

Currently available for freelance contracts with global brands and agencies. If you're looking for a senior copywriter who can hit the ground running, work independently, and produce exceptional content across a wide range of formats and sectors, get in touch.

## Education

BA (Hons) English – York St John University, 2004–2007

Woodhouse Grove School, 1996–2003

## Early Career

York Press Newsroom · The WebMarketing Group (2007–2011) · Freelance Writing & Blogging

## Blog & Portfolio

[remiesluxuryblog.com](http://remiesluxuryblog.com)

- 📄 **Available for freelance projects.** Remie works with brands and agencies globally. Reach out to discuss your next project and discover how the right words can transform your brand.