



HELEN TARVER

COPYWRITER



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ABOUT ME



You know how it feels when you can't seem to find the right words to tell your story, let alone in a succinct, compelling and engaging way?

That's what I help businesses with.

Whether it's for your product packaging, your website or instore materials, I can help you to tell better stories.

I spent many years working in beauty, but I've also worked with food and drink, household goods and even electricity supply businesses. Every business has a story.

What's yours?



HOLLAND & BARRETT

Translating the key principles behind their approach to clean and natural beauty into four statements that are simple to understand, quick to read and tap into the concerns of their target customer.

Originally created for the Bullring flagship store in 2020, now rolled out across larger shops.



Linking headlines to the key principles, and providing more context to the customer





WILKO

Working with the brand team and designers to create tone of voice for the Skin Therapy relaunch and pack copy for the original SKUs.

The tone of voice document is now used by the internal teams to create pack copy. This helps to keep copy consistent as the range extends into new sub brands, including Vitamin C and Q10.

Perfect your picnic planning



What's your favourite picnic memory? It's probably got dappled sunshine, laughter, some good friends, and some good food. And our worst picnics are often plagued by insects, lashing rain, and disappointing, soggy food.

Originally the preserve of the wealthy, the Victorians popularised picnics, with famous picnic scenes turning up in many well known books of the period. And we've all never really stopped picnicking after that. We look forward each year to the arrival of summer and the chance for the outdoor delights of good food, good drink and great company in lovely

MELTED INSIDE

From tone of voice to web pages, I worked with the Melted Inside team from before launch, helping them to accelerate when Covid19 hit to give artisan food producers a sales outlet.

Contributed articles that help inspire customers to expand their repertoire as well as with the brand's SEO.



SHEWOLF

Starting pre-launch, worked with the team behind this challenger brand to create tone of voice, brand story, web pages and product copy.

Continuing to gather positive press coverage, the products have also been winning awards.



CONTACT

Phone: +44 7941352201

Website: www.helentarver.co.uk

Email: helen@helentarver.co.uk

LinkedIn [Helen Tarver](#)