

OLAF PETER JENSEN

Copywriter

[Email](#) | [Portfolio](#) | [LinkedIn](#)

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I am a copywriter with extensive experience transforming complex ideas into impactful, lucid copy. With strong research skills—inherited from a history degree—I adapt copy confidently to different mediums and industries, bringing insights and developing messaging to drive engagement and build brand identity. A passionate writer, I own and develop brand voice and style to produce clear, plain English copy that speaks directly to specific audiences. I work effectively across different teams and departments, bringing clear communication and reliable delivery against deadlines.

Employment

	KORD/CHECKBOARD
Apr 26–present	Lead Copywriter
Apr 25–Apr 26	Copywriter <i>SaaS scale-up. Onboarding and payments infrastructure for regulated firms.</i>
	• Helped develop the new Kord brand, including writing two websites; interviewed subject matter experts across the business to craft messaging for new product lines, and understand the needs of complex, regulated industries. • Developed and owned the brand voice and style for Kord; implemented it across the business, including within generative AI platforms. • Managed external relationships; interviewed clients for case studies; oversaw the relationship with marketing partners, delivering monthly blogs and email campaigns; helped lead the relationship with an external marketing agency. • Owned copy and content across channels; product UI copy; blogs and emails for marketing partnerships; doubled LinkedIn following through consistent posting.
Oct 24–Jan 25	RIPJAR Digital Copywriter <i>SaaS anti-financial crime platform for corporates and financial institutions.</i>
	• Drove brand engagement by creating a segmented email nurture campaign, a new social media strategy, and inbound and outbound marketing. • Shaped positioning and messaging for a new brand identity and refreshed product verticals, tailoring messaging to audience needs.
Jun 22–Oct 24	OSGOOD EDITORIAL Freelance writer <i>Self-employed.</i>
	• Blogs, articles, and website copy for clients including Informa Markets, Cityscape Intelligence, British Business Excellence Awards, SR Group, and local business.
Jun 22–Dec 23	ORADIAN Senior Copywriter (contract) <i>SaaS core banking system for microfinance and digital lenders.</i>
	• Generated leads, boosted engagement, and drove conversion across the marketing funnel via targeted email nurture and social media campaigns. • Shaped brand messaging, tone, and style for Nigerian and Philippines markets to produce segmented inbound and outbound campaigns.

- Led content creation for speeches, presentations, printed material, and event marketing to launch a new range of events.
- Collaborated with leadership and developers to research, write, and edit blogs on industry news and product updates.

Apr 21–May 22

BARBOUR EHS | Writer

Subscription-based health, safety and environmental documentation service.

- Created summaries of new legislation from UK and devolved parliaments, global prosecutions, reports, and consultations for weekly subscriber briefings.

Oct 18–Nov 20

INFORMA MARKETS | Copywriter

FTSE 100 events company, working across a wide portfolio of industry events.

- Generated leads and engagement by creating SEO-optimised content (email, web, blogs) for exhibitor and visitor campaigns.
- Targeted audience segments with bespoke messaging across a broad portfolio of industry events.
- Ensured consistency and clarity across events by owning brand tone, style, and voice through style guides, editing, and copywriting workshops.
- Built a trusted reputation with leadership and international Informa branches for press releases and ghostwriting.

Nov 16–May 18

HOTELREZ HOTELS & RESORTS | Copywriter

Representation and marketing service for hotels and hospitality.

- Led content creation for B2B and B2C marketing campaigns.
- Enhanced customer experience by auditing hotel descriptions on the Global Distribution System.

Voluntary/Other

Mar 21–Oct 21

THE ARMCHAIR HISTORIAN | Scriptwriter

History YouTube channel with millions of subscribers and views.

Aug 18–Apr 19

HITCHIN LIBERAL DEMOCRATS | Membership Officer

Voluntary role with the local branch of the Liberal Democrats.

May 18–Jan 20

CONIFA | Media team

International football tournaments for unrecognised states and stateless peoples.

Education

Oct 13–Jun 16

UNIVERSITY OF YORK

BA History, 2:1