

By Camille Verdier



Copywriter

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# PORTFOLIO

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## About Me



Born in France, raised in Luxembourg, and studied in Paris. It was there that I discovered my passion for journalism. I saw it as an opportunity to learn, to see the world and to put into practice everything I had learned in school. I threw myself into the deep end, taking on as many clients and projects as I could. My determination and drive paid off, and I soon found my place in the fast-paced world of journalism. The stress of the job was no match for me as I thrived, driven by my passion for giving a voice to those who needed it the most. I was happy, fulfilled, and, most importantly, doing what I loved.

However, as with any story, there came a challenge. My work environment, no matter where I went, was toxic and hostile. My colleagues constantly scrutinized my every move, always on the lookout for mistakes. The rapidly evolving platforms in the industry posed a constant threat to our job security, and the financial stability of the field was precarious at best. I faced a difficult decision, to either continue in a field that I was addicted to but unhealthy, or to prioritize my well-being.

I made the choice to depart from journalism but to stay true to my original skill - production. I started by offering my services as a volunteer to various NGOs, leading me to found my own company, Paris Broadcast Company. I collaborated with reputable brands and reignited my passion for writing. Slowly but surely, I rediscovered the joy that writing had once brought me.



# Camille Verdier

My journey is far from over, as every day brings new opportunities to write another page and start a new chapter. I firmly believe in the power of reflection and growth, using lessons from the past to shape and build a better future. I am determined to take what I've learned and use it to make an impact.



# My Scope

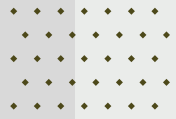


As a copywriter, I have the unique opportunity to use the power of words to craft stories that connect businesses with their target audience. My job is to bring a brand's vision to life through compelling and engaging writing that resonates with its customers.

Picture this: a client approaches me with a new product launch, eager to impact their industry. I dive into their brand, getting to know their mission and goals and understanding their target audience. With this knowledge, I set out to craft a narrative that will captivate and inspire their customers.

From writing eye-catching headlines and body copy for advertisements to composing website copy and blog posts to crafting social media content, I can bring a brand's message to life in various ways. My ultimate goal is to create content that informs and engages, driving real results for my clients.

In the end, it's all about telling a story that resonates with the target audience and helps businesses achieve their objectives. As a copywriter, I am proud to have the opportunity to do just that every day.

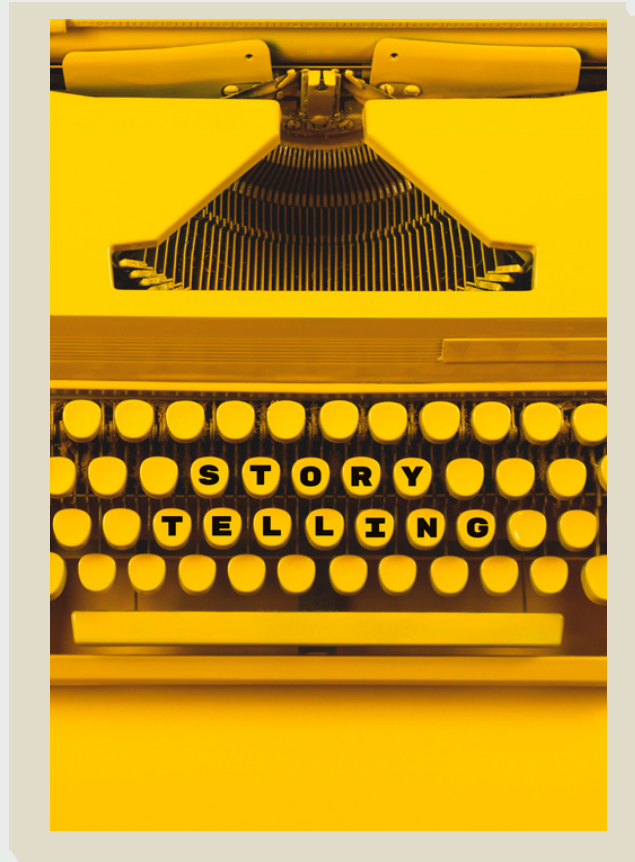


## Welcome Message



You may have noticed that my portfolio and CV are decked out in a bold and sunny hue - yellow. This choice symbolizes the brightness and positivity that I bring to every project I work on. As a copywriter and digital content producer, I get to do what I love every day. And the best part? I get to bring joy and excitement to my clients with every word I write and every piece of content I create. Whether it's an ongoing partnership or a one-off project, I pour my heart and soul into each and every assignment, and it shows.

Sometimes, finding the right words can be a real challenge. Crafting a captivating description, an engaging newsletter, a social media post, or even a blog article can be tough for some. That's where I come in! As a copywriter, it brings me joy to work alongside my clients and help bring their words to life. Whether it's finding the perfect turn of phrase or making sure their newsletter hits the mark, I love seeing the look of pride on their faces when we send out a piece that truly captures their message. For many, hiring a copywriter is a luxury, and I feel privileged to be able to help make their words shine.



## New Narratives

Are you ready to take the leap and share your story with me? Let's join forces and create a captivating narrative together. With my help, your product, service, or company can truly shine. Let's work hand in hand to bring your message to life and make a lasting impression.







Listing every single article I have written or worked on would take forever. Instead, please enjoy a highlight from this past decade of a few of my personal favorite journalistic pieces.

**When Syrian girls talk about their forced marriage**

This article may be in French, but it holds a special place in my heart. It was my first chance to shine a light on a topic that meant a lot to me.

Le Figaro.fr  
2014

CNN  
2016

**French prosecutor: Women who planned attack were directed by ISIS**

I covered several stories for CNN in the aftermath of the first wave of terror attacks in 2015. This was one of many endless hours spent researching, regrouping information, and interviewing specialists.

**French woman guilty of smuggling migrant partner but spared jail**

During my time at Thomson Reuters, I was given several chances to shine a light on people whose stories needed to be told. This was one of many.

Reuters  
2017

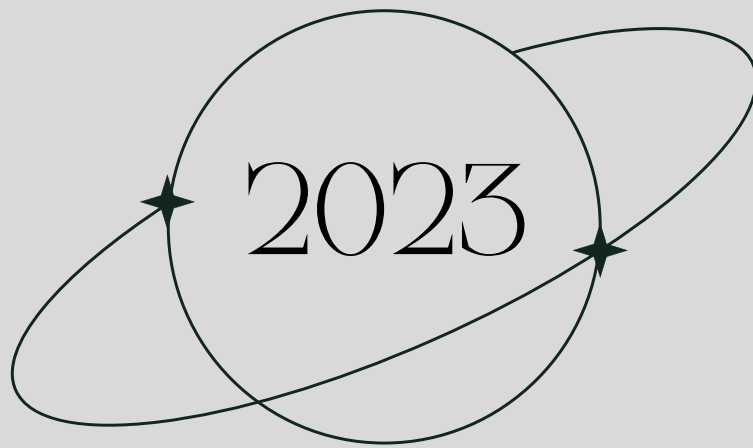
Hugo! Association  
2021

**Live Stream**

Copywriting isn't just about writing articles, it's about creating and finding the perfect words. Like the time I had to create and write a one-hour live talk show in just three days.



# BEST PROJECTS



# Paris Peace Forum



The Paris Peace Forum brings together world leaders to discuss peace, and with the ever-changing social media landscape, it's crucial to have the best practices in place for such events. During the two-day event, I was tasked with attending select sessions, taking note of important quotes, and providing them to the communication department for live tweets, post-event quote highlights, and continued engagement.







# ChangeNOW

Working with ChangeNOW has been an incredible journey. This organization is dedicated to finding solutions for the planet. Every year, they host a Summit in Paris to bring together world leaders and innovative thinkers to tackle the world's most pressing issues.

As a member of the communication team, I have the privilege of being a part of the behind-the-scenes work that goes into making this event a reality. My role involves writing blog articles showcasing the inspiring projects and initiatives that ChangeNOW is working on and boosting the website's SEO. I also help write the monthly newspaper and meticulously review presentations to ensure they are error-free.

What makes working with the ChangeNOW team so special is that we are all a part of a larger story. We are collectively shaping the voice and editorial line of the organization and laying the foundation for its future growth. And as a writer, there's nothing more rewarding than being able to bring to life the ideas and projects that the team is working on and sharing them with the world.







I love helping companies tell their stories through social media and video. It all starts with a carefully crafted storyboard that captures the essence of their message. After I present it to the client and receive the green light, I hit the ground running to bring their vision to life.

As a seasoned journalist and videographer, I'm equipped with the skills and knowledge necessary to capture the perfect shots. Whether I'm on my own or leading a team, I strive to create impactful and visually appealing content that truly resonates with the audience.

One of my favorite projects has been working with Think Pink Lux, a non-profit that offers support to women living with cancer in Luxembourg. I was honored to play a role in capturing their inspiring message through the recording and editing of their webinar, as well as documenting their annual Race for The Cure event.

It's a privilege to use my skills to help spread their message and make a difference in the lives of those they serve.





# Let's work together

As a storyteller at heart and a skilled copywriter by trade, I believe that every brand has a unique story waiting to be told. And, I would be honored to join you on a journey of words and impact as we bring your story to life.

Together, we'll delve into your brand, getting to know your mission and values, and understanding your target audience. And, with that knowledge, we'll craft a narrative that captivates and inspires, connecting your brand with your customers in a meaningful way.

From crafting compelling advertisements to composing engaging social media content to writing website copy that informs and converts, I bring a diverse set of writing skills to the table. My goal is always to create content that not only tells your story but also drives real results for your business.

I am eager to collaborate with you, and I am confident that together, we can make a lasting impact with your writing.



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