

ARLO TICKNER

Senior Copywriter

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PROFILE

Senior copywriter specialising in B2B SaaS, global marketing and customer-focused content for international audiences. Experienced across agency, in-house and freelance environments, creating website copy, campaigns, product messaging and long-form content that turns complex ideas into clear, engaging communication.

CORE COMPETENCIES

- Brand voice and messaging
- Website copy and UX writing
- Product messaging and microcopy
- Campaign copywriting (email, paid social and digital)
- Long-form content (whitepapers, ebooks, editorial, thought leadership)
- Editing, restructuring and tone refinement
- Localisation and transcreation (Spanish–English, French–English, German–English)
- SEO and AI search best practices

EXPERIENCE

Speexx, Madrid (Remote) – Senior Copywriter (In-house), June 2023 – June 2026

Speexx is a global people development SaaS platform providing digital learning and coaching solutions for enterprise organisations worldwide.

- Led long-form content including whitepapers, ebooks, reports and thought leadership pieces.
- Developed product messaging, email campaigns and brand content across global marketing initiatives.
- Produced email campaigns promoting ebooks, reports, webinars and thought leadership content.

- Maintained tone of voice across websites, campaigns, email and product communications.
- Collaborated with product, brand, design and demand generation teams on messaging and content.
- Wrote for international audiences across Europe, the US and LATAM.
- Delivered high-volume content within a fast-paced SaaS environment.

Tarjama, Dubai – Copywriter (Freelance), 2021 – 2023

Freelance copywriting and editorial support within a large-scale communications ecosystem serving government, financial and multinational clients across MENA and global markets.

- Produced and edited multilingual content across regulated and high-stakes communications environments.
- Adapted messaging for cross-cultural, Arabic-first and international audiences across multiple sectors.

Grip Advertising, UK – Copywriter, 2020 – 2023

Performance-focused creative agency specialising in paid social and direct-response advertising across global brands and campaigns.

- Produced performance-led ad copy, scripts and campaign messaging for paid social channels.
- Focused on conversion-driven creative across multi-channel paid media campaigns.

Produce, UK – Senior Copywriter, 2016 – 2018

Creative studio working across cultural, commercial and placemaking projects for brands, institutions and major UK developments.

- Produced website copy, case studies, pitch decks, newsletters and PR content.
- Developed brand messaging for commercial and B2B clients across cultural and urban development projects.

Traffic, Dubai – Senior Copywriter, 2011 – 2015

Global advertising agency delivering integrated campaign copy for major FMCG and aviation brands across international markets.

- Produced campaign copy for global brands including Emirates, Pullman, Pepsi and Carrefour.
- Delivered ATL/BTL creative across multi-market advertising campaigns.

Number One Sauce, Mexico & UK – Founder & Brand Creator, 2013 – 2023

- Built a hot sauce brand from concept to market across Mexico, UK and Spain.
- Led brand identity, packaging, tone of voice, product copy and positioning.
- Grew distribution into independent retail and major restaurant groups including Honest Burgers, MEATLiquor and BrewDog.
- Created all brand, packaging, website and product copy from concept to commercial launch and international growth.

LANGUAGE & ACADEMIC TEACHING

English Language Trainer and Academic Content Writer (Europe & Middle East, 2000 – 2020).

EDUCATION

BA Spanish and Italian – University of Manchester

TESOL – Trinity College London

LANGUAGES

English (native)

Spanish (advanced)

Italian (conversational)

French (conversational)