



Olivia Goss

Proofreader and Copywriter at Olivia Goss Copy

CONTACT DETAILS

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AREAS OF EXPERTISE

- Copywriting
- Proofreading

EDUCATION

- BA English with Business
- CIEP qualification in Proofreading
- Entry-Level Member of Chartered Institute of Editing and Proofreading (CIEP)

If you feel Olivia can add value to your business and you'd like to get in touch, please email:

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Ennis & Co are delighted to welcome Proofreader, Copywriter and Founder of Olivia Goss Copy Ltd, Olivia Goss, as an Associate.

Olivia has experience working as part of an editorial team for a publisher, proofreading and copywriting for brands such as Jaguar and Land Rover, as well as working for Superhero Series for the last four years.

Since founding Olivia Goss Copy, her clients have ranged from large corporations to individual authors, and she has a specific interest in working on non-fiction texts as well as proofreading and writing copy for business.

What led you to start your own business?

"I have always been attracted to the idea of working for myself because I can expand my professional network by working on several creative projects, for many brands. I am creative and it is empowering to have freedom of choice to choose projects that are fitting to my skills, while learning the nuances of how copy is written for different businesses, based on their tone of voice. Through my experience working for a variety of companies, my love for copy, in all forms, was revealed and I think that to succeed in business, it is crucial to do something you enjoy! I am a people person and although I work for myself, the fact that I have the opportunity to work with so many people is beneficial for growth, and I am always eager to make new connections within the industry. During the pandemic, this was obviously something that was restricted and after what felt like a long pause in normality, as soon as life went back to normal, Olivia Goss Copy was born!"

Where and with who have you worked?

"Before the completion of my English with Business Studies BA, I decided to complete a placement year in industry with the aim to experience a variety of roles and identify my strengths and interests. I started at Mulberry, working with the Marketing Team. There was a primary focus on the social media aspect of the business strategy, and I gained an insight into the process behind this which was my first taster of how effective copywriting is essential for sales. My next work placement was Spark44,

previously acting as JLR's client-agency joint venture, and this was an exciting time for me as I was situated in the Social Media Team, focusing on both Jaguar UK and Land Rover UK's accounts. This fit seemed perfect for me as I have always had an interest in the automotive world and to work on two iconic luxury British brands was a privilege. My main responsibility was to write copy for the social accounts, and to see my work published to such a huge audience was an amazing experience.

Following this, I dove deep into the world of publishing, working as a member of the Editorial and Content Team at Croner-i. As an information provider for business, I appreciated the importance of correct copy and precision in proofreading when working with important documents such as health and safety policies, timetables, and best practice documents. Although the work was intense with tight deadlines and stringent processes, this is really where my love for language was solidified. I loved the pressure and challenge of working under time restraints and the team, led by Andrew Murphy, welcomed me with open arms. At the beginning of 2019, I gained an opportunity to work on an incredible project at Superhero Series, a sports events business created for people with disabilities, and I ended up working for them throughout the rest of university, and full-time for 3 years before securing them as a client. The experience I gained here is invaluable and I had to manage every aspect of the business, due to the small size of the team consisting of three people! Ultimately, this experience is what gave me the confidence to start my business as I learnt about the true nature of running a small business. The Founder and Paralympian, Sophia Warner, acted as a mentor and I can't thank her enough. To work under a solo female founder was inspiring and the short chain of command allowed me to have huge responsibility in decision making. In reflection, although my roles have varied, the focus on writing, editing, and proofreading is a necessary task I was responsible for in each job. It became evident to me that in all industries, refinement of the written word is integral to success."

What are your thoughts on new AI technology, for example, Chat GPT?

"We are seeing huge advances in technology, especially

in the form of AI, due to the proliferation of hardware and content, and the complexities of this need to be balanced carefully. We are digesting more content than ever before, through social media, and it is vital to produce copy that is engaging, compelling and effective, with customers in mind. I believe that while Chat GPT is demonstrative of the sophisticated technology advances we have made as a society, it cannot replace genuine human understanding and connection. My job primarily consists of using creativity while representing facts and I don't think this technology can do this. Building relationships with clients and getting to know a brand inside and out is vital for me and I think that using shortcuts, such as Chat GPT, will only lead to downfall later."

Can AI write a CV?

"A CV is such a personal piece of writing, and it should be relevant to the role that is being applied for. Evidently, it needs to be factual and written by the owner of the CV. There needs to be a true depiction of skills, based on experience, and this cannot be dictated using AI, as you simply cannot automate real life events. A CV should be factual, including real life examples to portray an individual in a genuine manner and I cannot see how this can be dictated by software, such as Chat GPT. Ultimately, if the CV is not genuine and is upselling a candidate, the employer will not know what to expect in the interview process and this will inevitably lead to unsuitable hiring decisions, and the employer and employee will both be negatively impacted."

What does the future hold for you?

"The word that springs to mind is growth. I am keen to expand my portfolio of work and continue nurturing relationships with current and future clients. My first year has been hugely successful and I believe that there is a great balance to strike between looking forward to the future whilst looking back and evaluating decisions to ensure continuous improvement. I would love to meet more individuals in the copy industry as well as other solo founders and my collaboration with Ennis & Co will be a great first step!"