



THE LOOKING GLASS

AMY ELLINGHAM

Editorial | Branding | Creative | Communications

EXPERTISE

Writing & Editing
Editorial Direction
Brand Specialist
Creative Direction
Strategy & Planning
Multimedia Campaigns
Stakeholder Management
Event & Campaign Execution
Team Leadership
Problem Solving

TRAITS

Creative
Collaborative
Conscientious
Resourceful
Organised
Resilient
Kind

Hello.

I'm Amy. And I'm the freelancer I wanted to hire when I was on the other side of 'the looking glass'.

I'm a freelance editorial, brand, creative and communications specialist with over 20 years of career experience.

I'm passionate about the power of persuasion through both written and visual communications, as well as the development of compelling brand and creative concepts.

Clients value me for my creativity and daring, and for managing complexity and tight deadlines while also achieving visible results.

Whether I'm delivering on a brief myself, or creating and managing a brief for fellow vendors, the quality, rigour and nous I bring save clients time, stress and money.

WHAT I DO

I'm a thinker and a doer.

I work on a variety of corporate, thought leadership, sustainability and technical projects.

I work across industries, sectors and geographies, navigating complex stakeholder ecosystems. I've lived and worked in London, Oslo and Dublin, and worked with vendors in territories such as the Nordics, India and the US. I've reached audiences spanning global CEOs, to B2B decision-makers and young beauty consumers.

I strive to be the freelancer I sought to hire when I was on the other side of 'the looking glass' – someone who cares about teamwork, collaboration, corporate purpose and human potential... punctuation, paper and ephemera, metaphors, magic and laughter.





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TESTIMONIALS

“ She is a natural problem-solver and is a reliable partner in crime for any creative marketing challenge.

“ Her experience both agency and client side mean she has a thorough understanding of the need for teamwork, and clarity of objectives and outcomes.

“ She manages to combine joyful and expansive creativity with the nitty gritty of detailed, thoughtful briefs.

SERVICES

Editorial

- Writing, editing, proofing, polishing, checking
- Directing, planning and managing of wholesale editorial projects
- Specialist in reports, publications, white papers, long-form, cerebral/technical stuff
- Experienced in, and passionate about, physical print and production
- Creating and/or implementing brand narrative and tone of voice
- Creating and/or implementing editorial style guides

Brand + Creative

- Branding, sub-branding, rebranding, brand clean-ups and SOS's
- Directing, planning and managing of wholesale brand and creative projects
- Working with agencies, printers and artists to produce awesome brands and creative
- Creating brand and visual identity guidelines and toolkits (including for internal teams)
- Experienced as client, agency, publisher and contractor/contributor

From a holistic POV, I act as client-agency conduit for projects and campaigns spanning editorial, brand and creative.

I'm passionate about event experience design. I weave motifs/themes through words, visuals and experiences, and have a daring and innovative approach to physical collateral.

I provide high-level digital editorial, brand and creative strategy and advice. I also oversee website projects, and write and edit blogs and various digital content.



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CAREER

2019-

Freelance consultant at
The Looking Glass

2013-2019

Editorial, brand, creative
and communications
at **Xynteo** leadership
consultancy

2008-2013

Senior account manager
at **OneAgency.co** and
FSW integrated marcoms
agencies

2002-2008

B2B and B2C journalist
and editor, including as
launch editor of **Irish
Beauty**

EDUCATION

**Cognitive Hypnotherapy
Diploma** (2019)

Anglo European College
of Therapeutic Hypnosis

Creative Writing:

Scriptwriting MA (2007)
University of East Anglia

**Film, TV, Literature &
Theatre BA Hons** (2001)

University of Leeds

BACKGROUND

My career is split into three chapters.

During 'The Lipstick Years' I was a journalist and editor for the beauty, spa and wellness industries.

'The Lawnmower Years' were spent at a PR and marcoms agency for B2B and B2C clients of all shapes and sizes (including a major turfcare machinery brand!).

And 'The Leadership Years' were at a boutique corporate consultancy to multinationals and C-Suite stakeholders specialising in culture- and mindset-change.

As a freelancer, I draw on all I've learned from my in-house and agency experience – as well as from my formative freelance years and as a manager of many contractors myself – to understand problems, create solutions and get sh*t done, with and for my clients.

My full career background is at [linkedin.com/in/amy-ellingham/](https://www.linkedin.com/in/amy-ellingham/)

INTERESTS

Writing – particularly screenwriting – was and is my first love. But, in my mid-30s, I fell down the rabbit hole on hypnosis and magic. For me, it's a natural progression of my passions for language, communications, influence and sneaky stuff.

In 2018, I fell down a step and badly broke my leg. This led to a career and life rethink. I moved from London to Cheltenham to be with my partner, and pursued a freelance path. My new and surprising lockdown enthusiasm is for gardening.