



CATHRYN GODDARD

Copywriter & Brand Specialist

WRITER'S
PORTFOLIO



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EXPERIENCED

I have been writing articles, blogs, social media content, website copy, helping clients with SEO and tone of voice.

SPECIALISM

Eco-friendly and creative brands who want to effectively engage with their consumers and potential customers.

PUBLISHED WRITING EXAMPLES



Plastic is made from coal, crude oil and natural gases. All of these foundation resources are farmed out of the planet in ways that further damages our eco-system. From fracking to irresponsible drilling, we are destroying our world in the pursuit of plastic. Also, these resources are finite - as we move further towards renewable energy sources (such as wind and solar power) the concept of moving away from using these resources in plastic manufacturing becomes increasingly realistic.

It's a teeny, tiny, sea-life destroyer

In 2018, the UK government banned the use of 'micro-plastics' in items like toothpaste and body scrubs as these tiny plastics were being washed into oceans and posing enormous problems for the wildlife. But micro-plastics still exist legally. Most florists use a product call 'Oasis' to keep their floral arrangements alive out of water. It's made entirely of micro-plastics and erodes into particles that then go into the sea and messes with the eco-system. Considering the planet is 71% water, we should take better care of our oceans.

It's not an animal lover

Speaking of the ocean, the larger plastics - bottles, bags, food packaging - tend to end up in the sea. The effect that this has on sea-life is heart-breaking. In 2017, Sky released a documentary called A Plastic Whale, the film followed a team of researchers as they investigated the death of a whale whose stomach was full of plastic. Animals are dying every day thanks to plastic pollution.

What can we use instead?

Many companies and researchers are looking at alternatives to plastic from biodegradable compounds such as, mill-based plastics, liquid wood, and PLA which looks and acts like polythene but is biodegradable and made of corn. The world's smartest cookies are on it!

I'm clever, but not cookie clever. What can I do?

At Curlicue, we're all about simple swaps. There are so many ways you can rid your life of single-use plastic. Whether it's swapping your plastic toothbrush for a bamboo option or ditching your plastic-coated wrapping paper for one of our beautifully designed, plastic-free prints - there are many ways you can reduce your intake. Sometimes it's impossible to avoid, and that's okay. If you have to use it...

Sing it with us now; "Reduce, Reuse, RECYCLE!"

In the UK, we've really upped our plastic recycling game. In 2000, we recycled over 13,000 tonnes in one year (that's 37 Eiffel Towers for you visual learners). 70% of disposed plastics in the UK are now 'recovered' - this means that they don't go to landfill, but are reused in another way like making new plastic bottles for drinks.

Every council in the UK has different rules for curbside recycling. Some are better than others (FUN FACT: Wales has the third-best household recycling rate in the world) so it's worth checking what you can recycle.

WHY PLASTIC GETS A BAD W(RAP)

WWW.CURCLICUE.UK

Most packaging also tells you whether or not it's recyclable, but if you're unsure, we love the RecycleNow tool. If you want local recycling locations, they'll have the answers.

Spread the word

We want to hear all about your adventures in Plastic Free July! Be like plastic and slide into our DMs @Curlicue_uk and tell us about the simple swaps you've made this month.



You may have heard of the benefits of collagen for skin and its other incredible health benefits; if you want to know how to bring collagen into your diet and daily routine, then read on!

Collagen is a protein that is created in our bodies and consists of amino acids. These amino acids are ‘unessential’ as they do not come from food but are produced entirely by our bodies. Collagen itself, however, is essential as it forms the building blocks that support our very structure.

From skin, ligaments, bones, and our gut, collagen keeps us upright. The benefits of collagen for hair and nails as well are numerous. From the age of 25, our natural collagen production reduces by 1.5% a year. In essence, this means that if we want to ensure we get our 10g of recommended collagen a day, we need to look at ways to supplement collagen into our daily routine.

Food Sources

If only there were a delicious fruit full of collagen that we could devour daily! Sadly, this isn’t the case. The main limitation of using food sources solely for your collagen quota is that few foods contain the protein. Most types of collagen, including collagen type 2, come from animals so if you follow a vegan diet, there won’t be an option for you. However, there are still some things that we can do to help our body’s production of collagen. If you want to look at food sources, gelatine is your best option. Gelatine is created by boiling the connective tissue in pigs and bovine animals.

As collagen is the protein that keeps the structure of our connective tissue; gelatine is the miracle food, and it’s easy to digest and absorb. But, before you reach for the Haribo in the name of health, be careful with what you buy. You need to eat natural, grass-fed sourced gelatine and avoid overly processed options. After the benefits of gelatine, there is also a range of foods that contain the amino acids that make up the collagen protein. By consuming these amino rich foods; we encourage the natural production of collagen. Such foods include egg whites, spirulina, and cod. These are all great ways to bring the glycine and proline amino acids into your diet.

Vitamin C

There have been numerous studies showing that Vitamin C is essential in the collagen pre-production phase. By eating Vitamin C rich foods such as citrus fruits, dark leafy greens and spirulina, we give our bodies a helping hand.

Marine Collagen

We choose to use Marine Collagen for so many reasons, but at Kollo, we believe it is one of the best collagen sources, and we aren’t the only ones. Marine collagen is produced from fish scales and is one of the most environmentally sustainable sources of collagen as it uses the 60% of the fish that would otherwise go to waste. The great thing about marine collagen is its genetic make-up; it has the smallest particle size and molecular weight against any other collagen source. This smaller and lighter particle of collagen passes easily through the intestinal wall after ingestion and flows quickly into the bloodstream. Marine collagen is absorbed 1.5 times more efficiently than any other source.

WHAT IS THE BEST SOURCE OF COLLAGEN

WWW.KOLLOHEALTH.COM
VIA COPIFY

Liquid Collagen

There are many forms in which you can take collagen supplements. Liquid collagen and collagen healthy drinks are some of the best ways in which to receive the protein as it is the most effective form for passing into your bloodstream quickly and efficiently.

Kollo liquid marine collagen was devised to bring you the most effective source of collagen with added Vitamin C. Why not give it a try today and see what Kollo can do for you.



About

Natalia Zwardon Studio is a Design and Architecture Studio that combines architectural knowledge with art and creative process. At NZS, we are always looking for new ways to challenge traditional concepts and aesthetics by bringing colour and playing with shape, form, and unusual materials to create unique experiences.

What We Do

We work with varying formats, scales and techniques. Our Studio features a versatile portfolio of objects, exhibition design, installations and architectural projects. Our unique style and outlook have made us the perfect Studio for collaborations and commissions that are looking for creative design solutions for their projects and users.

Collaboration

At NZS, we relish collaborating with a varied portfolio of practitioners; from artists, makers, designers and entrepreneurs. We have supported their projects with architectural knowledge, creative design, spatial latitude, technical knowledge, and 3D visualisation specialities. Our role has been fundamental in turning ideas and concepts into tangible realities.

Our collaborators include: Yinka Ilori, Balcon Me, Sinta Tantra, Studio Augmenta, Hollie Bowden, UnCommon, Emmanuel Soum,

Communication

We communicate through your vision – bringing physicality via drawings and 3D imagery to speak via the mise-en-scene. At NZS, we use illustrative interpretations of ideas to prompt conversations and open dialogue about projects. Whether it's between clients, end-users, contractors or anyone in the collaborative network, we love to produce work that spurs a project forward and the visions realised. Our clients including: Balcon Me, Hollie Bowden, GDC-Events, Union Chapel



NATALIA ZWARDON STUDIO

WWW.NATALIAZWARDON.COM

Natalia wanted help with her website copy.

She wanted to bring in the playfulness of her work through her copy while also looking at the analytics surrounding her site and industry to increase her foot-traffic.

EPSTEIN NETFLIX REVIEW

WWW.WOMANTOWOMAN.ORG.UK

Virginia Roberts Giuffre, another survivor of Epstein's tirade, describes how she walks past photos of Epstein with famous people en-route to his massage room – this isn't showing off; it's intimidation. As a young, vulnerable woman, would you feel comfortable in a locked room with a predatory adult who is friends with Presidents? Or would you be scared for your life?

Pictures of Epstein with serial abuser Harvey Weinstein, Prince Andrew, Bill Clinton, and Donald Trump litter the documentary. How was this abuse allowed for so long when it was so blatant? Oh wait, they were all white, wealthy, and powerful.



Netflix recently released a documentary on the serial abuser, Jeffrey Epstein. It documents his abuse of young girls from the mid-90s and the extent of his sex trafficking of young women. It's hard watching, but the brave women who tell their stories deserve more than just our attention. Plus, the more we learn about the habits of monsters like Epstein, the quicker we can shut them down.

Like all predators, Epstein looked for the most vulnerable – the young, the impoverished and the previously abused.

Michelle Lacata describes how Epstein complimented her during the assault. At 16, like many of us as teenagers, she had braces, she was unsure of herself and boys were a new adventure. Michelle was a child. Epstein saw her vulnerabilities and he played on them to make her feel secure in an act where she was uncomfortable; this is prime predatorial behaviour.

What is so heart-breaking is the repetition. Recruiting young girls for paid massages; they go to his house and are confronted with a powerful, older man. He tells them what to do while complimenting them in the intimidating surroundings of wealth and power. The young don't know their rights yet or how to fight for themselves. Perhaps this is what monsters like Epstein found so appealing.

In 2008, Epstein was offered a plea deal which identified 36 underage victims with many more expected to be out there. Many people knew what was happening to these women.

The repetition of circumstances echoes Harvey Weinstein's sexual abuse – threats, unwanted massages, and the cornering of women in hotel rooms. Predators have patterns; it should make them easier to spot. Activist, hero, and actress, Rose McGowan detailed her heart-breaking recollection of being called to Weinstein's hotel room for a meeting she thought would “plot out the grand arc of my career”. She describes the reality of complicit people surrounding Weinstein on Louis Theroux's podcast, Grounded:

“His two assistants are at the door, these two men and they wouldn't look me in the eye, and I say “good morning”, and they look down. And I just think if one of them had said “watch out,” none of this would have happened to me...I know they knew. His movies were a front for his rape factory.”

When such high-profile people operate in this kind of pattern; people know about it. It is their human responsibility to come forward.

Within the circle of Epstein's conspirators lies, Ghislaine Maxwell. We don't often think of women as characters in the narrative of trafficking and predatory sexual assault. I would certainly trust a woman over a man, even in my thirties. My impressionable years had multiple warnings: “men only want one thing,” I'd hear it from women, films and magazines. Men were never made out to be allies but enemies. Another woman, however, is immediately addressed as a friend. This imbalance is yet another example of a gender norm that must be unpicked in society's consciousness; it is the reason we are preyed upon and also why women can make the most dangerous predators.

A HISTORY OF NOTTING HILL

INTERNAL COMMS ARTICLE FOR TECH COMPANY

If we can infect them with a desire to participate, then this can only have good results." Lauslett wrote.

In 1966, The Notting Hill Fayre and Pageant happened over a week in September. Staying true to Laslett's aim, the festival featured a parade and a host of performers that reflected the area's cultural diversity.

Carnival has always been about 'togetherness.' In celebrating Afro-Caribbean culture, Notting Hill Carnival has become one of the largest carnivals in the world, second only to Rio.

Vidal Holness, a Windrush descendant, said of Carnival; "For us, as the children and grandchildren of the Windrush generation, carnival acts as a reminder of who we are and where we come from. Our ancestors fought for us to be here and I'll continue to speak up to ensure that our presence, history and culture doesn't get erased."

A Claudia Jones used to say; 'A people's art is the genesis of their freedom'.

But there was no expression of their culture in their new home. Sam Selvon, novelist and one of the many early supporters of Notting Hill Carnival, wrote in his book; The Lonely Londoners: "You going to meet a lot of fellars from home who don't even want to talk to you because they have matters on the mind."

And so it begins...

Jones believed "people without a voice were lambs to the slaughter." With racism on the rise, in 1958, Jones founded the West Indian Gazette - Britain's first black newspaper. The same year, The White Defence League began racist, violent acts towards the black community. Riots broke out over the last five nights of August in Notting Hill and Nottingham.

Jones' responded to the violence by creating an event that would support and uplift her community. She created a space that celebrated and showcased Afro-Caribbean culture and fostered a united feeling within the community. Dubbed as 'Claudia's Caribbean Carnival', Jones' first event took place at St Pancras Town Hall on 30 January 1959.

"Our Carnival [symbolises] the unity of our people resident here and of all our many friends who love the West Indies," Jones wrote. The next six years saw town halls filled with artists, activists, community leaders and families - all coming together.

Jones died in 1964, and two years later, in 1966, Lauslett brought the celebration onto the streets. "We felt that although West Indians, Africans, Irish and many other nationalities all live in a very congested area, there is very little communication between us.

In the last days of Summer, music fills the streets of West London, and the world's greatest celebration begins. Notting Hill Carnival has always brought people together. But, with Covid-19 seeing Carnival going digital, we wanted to reflect on how this celebration of Caribbean culture began and why we need it more than ever.

The Mothers of Carnival

Two incredible women are the mothers of Carnival. Claudia Jones, an activist, founded the 1959 movement and Rhaune Lauslett, a community leader and educator, created the 1966 Notting Hill Fayre and Pageant.

Debate ensues as to the 'true' founder, but it is Jones' story that cuts to the heart of Carnival. Claudia Jones' parents moved their family to the US from Trinidad when Jones was small. Jones became an activist for her community and grew through the Jim Crow era. Jones was deported from the US in 1955 and granted asylum in the UK.

Windrush

When Jones arrived in the UK, she found herself in a newly established Caribbean immigrant community – known now as the Windrush generation. The British Government encouraged citizens in Caribbean nations, to come to the UK to help re-establish the workforce after WWII. In return, the UK promised her new citizens' indefinite leave to remain – a promise that was broken and resulted in many legal citizens being deported. Jones found herself surrounded by displaced people whose lives had, before the UK, focused on their community.

HOME PAGE

Creating the perfect atmosphere for your wedding is essential.

To do this, you need an experienced hand who knows when to get people dancing and the moments when the focus should be on the two of you.

I helped couples celebrate their special day for over sixteen years and am the most awarded Wedding DJ in Ireland. I understand the intricacies of planning a wedding and my extensive experience has led me to play in some of the most illustrious and exclusive venues in the world.

I believe in collaborating with my couples to ensure the day is tailored to you and your tastes. From a relaxed backdrop for drinks on the lawn, to ensuring your loved ones dance until the break of dawn; I'll make sure your day is perfect and memorable.

No two couples are the same, and your entertainment shouldn't be either. From guiding couples in planning their perfect destination wedding, to celebrating with LGBTQ+ couples in a welcoming and friendly space; I love being a part of your day.

WEDDING PACKAGES

Your wedding day should be one of the most memorable days of your life. Those memories should be focused on the joyous moments of the day – saying "I do" and spending a day with your loved ones. You need wedding suppliers who understand what you want, who won't pull focus but will heighten your experience unwaveringly.

I hold many years of experience in as an exclusive wedding DJ, working in the most exclusive wedding venues in Ireland and beyond. When you confirm your wedding party entertainment with me, you may do so with the confidence that I will deliver the atmosphere that you want for your wedding day.

Weddings are personal affairs; that is why I'll be your sole contact throughout the planning process, and I will be your DJ for the day and evening.

Every wedding is unique, and flexibility is key. That is why I have composed three packages to suit your, bespoke needs. Regardless of the package you choose, I'll ensure you have all the music you love and cherish for your wedding day. If you need something a little different, please get in touch, and we can find you the perfect wedding soundtrack together.

TOMMY ELLIOTT

AWAITING LAUNCH

Tommy was looking for a new tone of voice to reflect his high-end clientele and the rebrand of his website.

We worked together to give me a new tone and created copy that used analytics to ensure he'd get that much needed traction across his site,



LET'S WORK TOGETHER

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