

CHLOE GIPSON

PROFILE:

- Senior PR Executive with over three years experience specialising in consumer comms across food & drink and retail having worked on Tesco, Walkers, Wotsits, Sensations and The London Essence Company to name just a few.
- Skills include creating earned media conversations, event production, influencer management, copy writing, budgeting and team management of five or more people.
- Armed with an impressive list of media contacts across broadcast, national, consumer, regional and trade, I have secured quality coverage with the likes of Good Morning Britain, ITV This Morning, The Times, and British Vogue.
- At Splendid, I acted as the account lead on Tesco responsible for delivering a busy food & drink press office, managing several seasonal campaigns including Easter, Back to School and Christmas. On Walkers, I led the PR launch for the brand's first UK community football pitch made using recycled crisp packs and delivered stand out coverage for the brand's Lunch campaign including an entire page in The Sun.
- Experienced client lead, dealing and managing multiple agencies, product developers and stakeholders across workstreams including Tesco Christmas in July (2019, 2021) and Walkers RePlay (2021).
- Outside of PR, I managed the 'Splendid Planet' initiative – looking at sustainable practices and greener ways of working as an agency, whilst on 'Splendid Futures' – I mentored all new recruits, handling their career progression from start to finish.
- Described as sociable, creative, hardworking, reliable, and enthusiastic, I always give 100% to any task.

CONTACT INFORMATION



ACADEMIC QUALIFICATIONS

University (2012 – 2015)
St Mary's University, Twickenham
2:1 BA (Hons) - Media Arts with
Professional & Creative Writing

Sixth Form (2010 – 2012)
Ashcroft Technology Academy
BTEC: Performing Arts D*D*D
AS Levels: Media B, Theatre B

SKILLS

Adobe Suite
Microsoft Office
Copywriting & Editing

WORK HISTORY:

Splendid Communications, Shoreditch

Senior PR Executive (3 years)

I joined Splendid in 2018 as an intern and worked my way up while producing some great work for my clients. Highlights include:

- **Tesco Press Office (2018 – present):** Responsible for leading a team of five to develop a calendar of activity throughout the year as a way of driving earned coverage. Duties included:
 - Daily media monitoring for stories to react to
 - Drafting weekly reports and client updates
 - Developing media strategy for each quarter and brainstorming ideas around cultural moments
 - Pitching ideas to client
 - Overseeing all media sell-ins
 - Newsjacking

- *Example:* In January, The Times reported on the popularity of mushrooms in 2022. To tap into the trend and drive conversation back to Tesco I worked closely with the Director of Plant Based Innovation to draft commentary, tips and recipes on the trend and pitched this to the Food Editor resulting in a full page in The Times Weekend.
 - *Example:* In April, I briefed Indian born British chef Asma Khan to develop a series of tips and recipes to help Brits stay fuller for longer during Ramadan, generating coverage with the likes of Metro and Independent.
- **Tesco Seasonal Campaigns (2018 – present):** Core team member on seasonal campaigns including Valentine’s Day, Easter, Back to School, Halloween, and Christmas. Responsibilities included:
 - Drafting all press material, including a media strategy and PR plan
 - Creating bespoke media lists, including competitor audits
 - Working alongside product developers on taste tests and sample requests
 - Managing the sell-in team to hit KPIs
 - Compiling client updates and evaluations
 - Creative media mailers – both the creative look & feel and fulfilment of
 - **Tesco Christmas in September Showcase (2021):** Delivered a standout Christmas in September showcase with gold tier media including the likes of ITV Lorraine, The Guardian, and The Sun. Duties included:
 - Drafting all press material including overseeing design of press invite
 - Securing media attendees, securing 100+ journalists
 - Product management, organising food and products to and from venue
 - Overseeing briefs of suppliers including food and event stylists
 - Hosting media on live days
 - **Walkers Lunch (2021):** In 2021 I managed the sell-in team for Walkers Lunch delivering 168 pieces of coverage surrounding the crisp ‘n, crisp’ out sandwich debate. Responsibilities included drafting a media strategy, bespoke media list and press material for the launch.
 - **Walkers RePlay (2021):** Managed the PR launch for Walkers’ new football initiative in Leicester, providing a sustainable infrastructure to the local community made with reused crisp packets. News of the launch dominated regional broadcast including segments on ITV News Central and BBC East Midlands. Responsibilities included:
 - Drafting all press material, including a media strategy and PR plan
 - Briefing Leicester football talent
 - Securing media attendees for the in-person event
 - Managing the sell-in team to hit KPIs
 - Compiling client updates and evaluations

The Media Eye, Camden

Celebrity Researcher (2016 – 2018)

I worked directly under the celebrity editor, overseeing all the profile updates, report requests and social media scheduling. The role had a broad remit including liaising directly with celebrity agents to social media community management and networking at events.

Jaeger, London

Copywriter (2016)

I worked as part of the editorial team, responsible for drafting all product copy for the website and ensuring a consistent tone of voice. I also assisted with the brand’s online fashion journal. The role challenged me to turn around product copy in a short space of time daily.

Freelance / Internships:

I gained vital experience working across multiple publishing titles including Closer, Heat, HUF, Look, Marie Claire, and Woman Magazine. My work was published both online and in print and received great feedback, which included a re-tweet from author Nicholas Sparks who liked my piece for Marie Claire titled '10 Times Nicholas Sparks Made Us Cry'.