

claire coleman

communications consultant

PREVIOUS CLIENTS



ELEMIS

P&G

Johnson & Johnson



L'ORÉAL



BACKGROUND

For more than 15 years I've been writing, commissioning and editing award-winning health, food and beauty features for several national publications, including The Daily Mail, The Daily Telegraph, Sunday Times Style, Metro and Stylist.

Alongside this, I've worked on consultancy and content creation projects, teaching PRs how to pitch attention-grabbing stories, helping start-ups make their products stand out in a crowded market, giving global businesses guidance on industry trends, and writing on-message, yet compelling, branded content.

WHAT I DO

I offer a bespoke service tailored to your needs but examples of work I've taken on in the past include:

- copywriting and content editing
- media training for PRs & individuals
- chairing round table discussions
- devising story angles & identifying outlets
- advising on generating earned social coverage
- translating scientific concepts for consumers
- interviewing brand leaders at events

TESTIMONIALS

“Claire is our go-to editor for consultancy work. Her knowledge of the industry is outstanding. She is extremely dedicated and passionate, which is why we entrusted one of our biggest launch projects to her. The work we received was second to none. I would highly recommend her.”

Graeme Riddick, CEO, The Quantum Beauty Company

“Over the years Claire has provided Red Consultancy with strategic input into various communications campaigns for clients such as Johnson & Johnson and Allergan. An excellent writer with a proven talent for translating brand messaging into engaging consumer copy, she is not afraid of tight deadlines, is exceptionally well organised, and as a bonus she's really lovely to work with.”

Emily Morgan, Managing Director, Red Consultancy

“Claire has been an influential member of the beauty community for years and recently, we worked with her as an interviewer for live social media content. Her thorough research and ability to pinpoint the best questions meant we achieved above average engagement from this video. We adore working with her!”

Noella Gabriel, Founder, Elemis