

SARAHHERMAN

PORTFOLIO

BRANDING **COPY** *CONTENT*

NICE TO MEET YOU

I'm a creative, curious, and conscientious copywriter and brand storyteller who can't wait to team up.

I provide writing services to businesses and agencies spanning brand development, copywriting, and content marketing. With over 15 years' experience, I've worked with global giants, like Shiseido and Netflix, as well as local Norfolk favourites, including Holkham and Bread Source.

My goal is words that work – for your brand and your audience.



BRANDING

I bring clarity and cohesion with a verbal identity that captures key messages, solidifies strategy, and elevates visuals; a tailored tone of voice that supports a brand's unique personality; and carefully crafted guidelines to ensure consistency.



SHISEIDO

TRULY BEAUTIFUL BRAND GUIDELINES

Collaborator: Brody Associates
Client: Shiseido

The project

In 2017, iconic Japanese skincare, make-up, and fragrance brand Shiseido commissioned Brody Associates to create a unifying communication strategy for the entire organization – the first in its 150-year history.

The three-year research and development process resulted in a restructuring of the company's brand code and a new set of brand guidelines to be used across every touchpoint, from product packaging to advertising and retail display.



My work

I helped to develop the guidelines' written content over multiple stages and iterations. With layered foundations, incorporating Japanese concepts and brand tenets, I brought clarity and cohesion across the strategic thinking and tools – from colours and typefaces to art direction and brand voice.

“From fundamental strategy development to brand books, Sarah always keeps our copy on-point. She’s part of our associate family of trusted collaborators.”

Philip Rodgers, Studio Director, Brody Associates



HOLKHAM

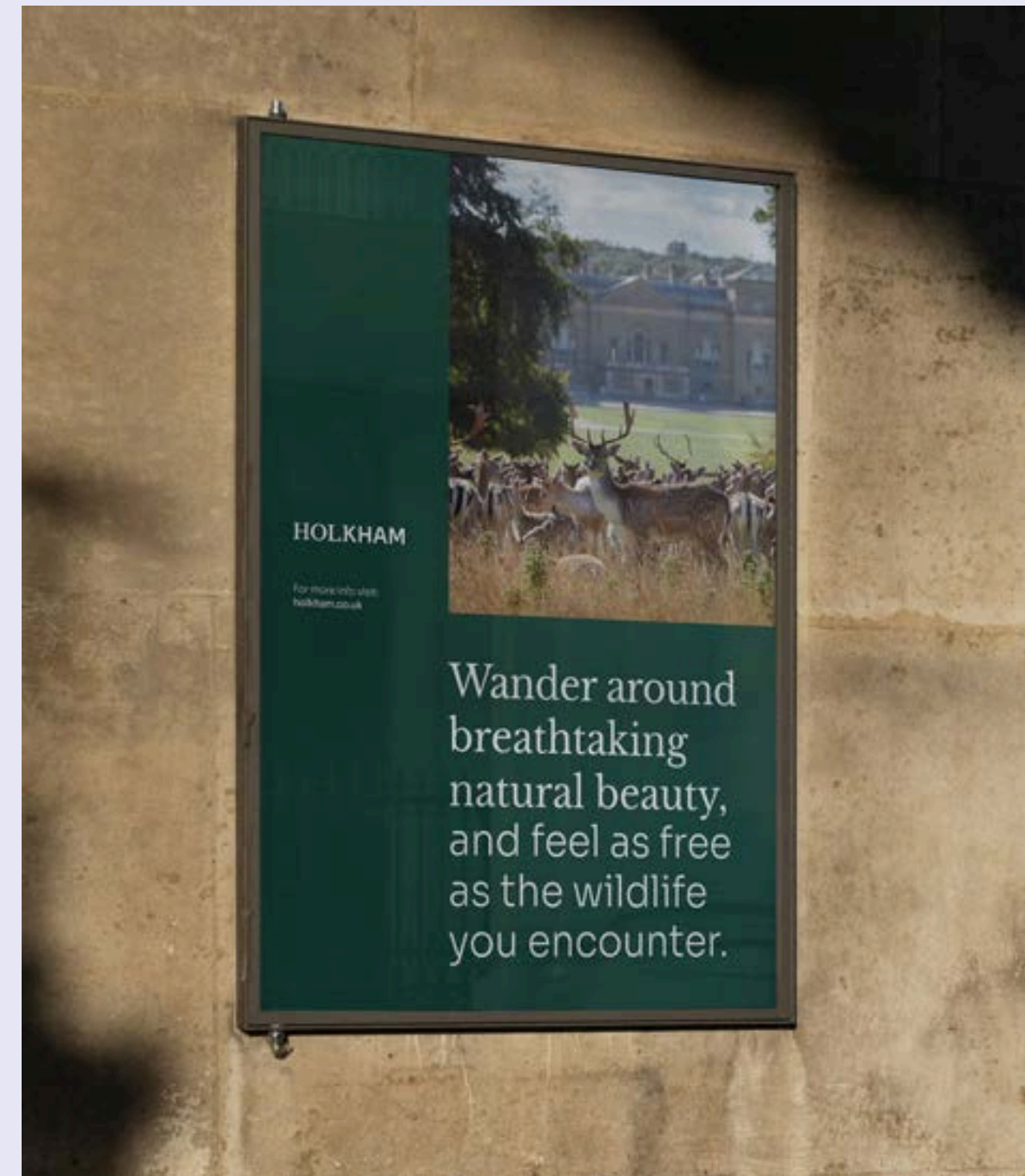
A BOLD NEW VOICE, FIT FOR THE FUTURE

The project

“This is the place where wonder awaits on familiar paths and new trails blaze under eastern skies. Where traditions take us back and pioneers move us forward. This is Holkham – where history is in the making.”

Set across 25,000 acres, Holkham in North Norfolk is an estate renowned for its pioneering approach to agriculture and land management. With businesses spanning farming, tourism, and property, Holkham needed a new brand identity that encompassed its breadth, acknowledged its rich history, and looked to the future.

Collaborator: The Click
Client: Holkham





My work

Collaborating with branding agency The Click, I developed a story to support the strategy, underpinned by the line “History in the making”, and a new voice to strengthen visitor engagement.

I went on to write copy for a brand launch video, new website, signage, visitor guidebook, and exhibition. I also created a writing guide and ran a series of successful brand voice workshops for staff across the business.

From the start, working with Sarah has been effortless. She took time to properly engage with Holkham and understand what makes us tick. She's felt like a natural extension of our team and been a joy to collaborate with.

Lucy Downing, Head of Marketing, Holkham

More please

HANYUL

PERFECTLY BALANCED SKINCARE STRATEGY

The project

Part of Korean skincare group Amore Pacific, Hanyul was launching a range of products to the North American market and needed to reimagine its brand strategy to suit the global stage.

The Brody Associates team had been engaged to refresh the brand's look and feel, with a focus on packaging and POS concepts. But first, we had to get under the surface of the strategy to clarify the brand's key messaging and carve out its niche in the crowded skincare market.

Collaborator: Brody Associates
Client: Hanyul



Everything we do reflects the Korean idea of “외유내강” (“oeyunaegang”) – the ideal balance between *being gentle on the outside and strong on the inside*.

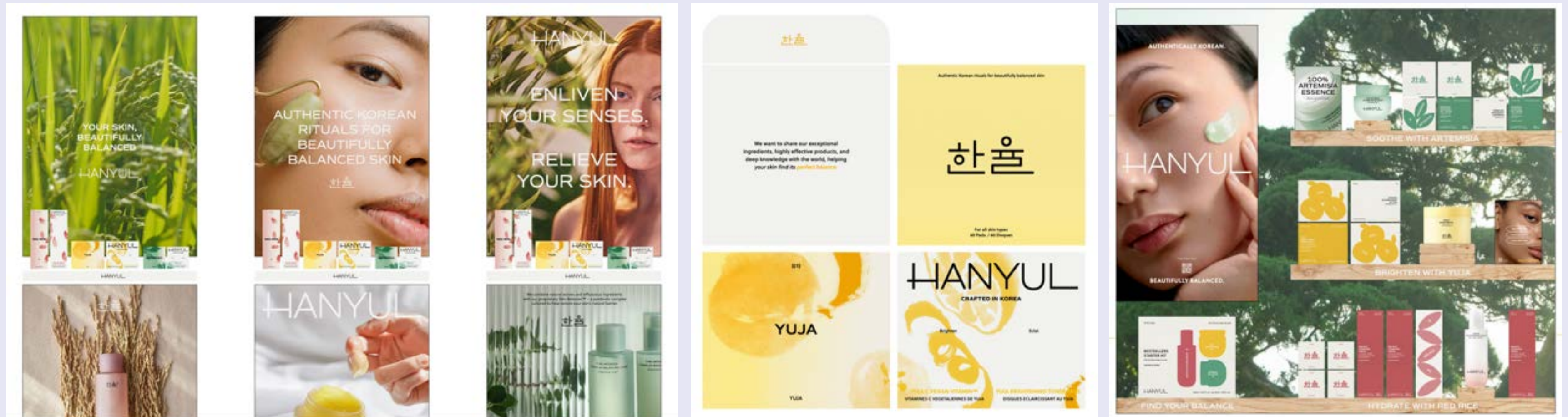
From our humble ingredients that deliver powerful benefits to calming rituals that make a real difference and visibly healthy skin with a truly strong foundation. We combine *Korean authenticity with scientific innovation* to create proven skincare solutions and a sensorial experience.

Why? To help your skin find its perfect balance.

My work

I rewrote the existing English-language strategy, focusing on three core pillars: powerful Korean ingredients, insightful innovation, and balanced rituals. This was developed into key messages and a framework to support the client in telling stories across multiple touch points.

For the second phase of the project, I applied that messaging guidance to three visual concepts, demonstrating how the primary, secondary, and tertiary messages would play out across packaging and POS examples.



JARROLD'S

SHOPPING AROUND FOR THE PERFECT WORDS

Collaborator: The Click
Client: Jarrolds

The project

With over 250 years of history, Jarrolds is a beacon of independent retail – a family-run department store in Norwich packed with fashion, furniture, books, stationery, toys, restaurants, coffee and wine bars, and a food hall teeming with culinary delights.

This project was all about breathing new life into the brand, so it could better reflect the incredible experience on offer.



What is Jarrolds?
When people think of us,
it's not with their head.

They think community pillar, beaming bastion of independence, the grandest corner shop you could ever imagine. A place packed with 200 years of 'oohs' and 'aahs' and 'oh-mys!' with a healthy dollop of 'I've-never-seen-anything-like-this-befores!' They might even think of yesterday, when they popped in to pick up a sausage roll and came away with so much more.

Because when people think of us, it's not with their head. It's with their heart.

! They think about the moment they first saw Father Christmas, first got fitted for a bra, first felt like a true Norwich local. Where they tried on school shoes, tried on their wedding dress, tried beluga caviar blinis with ice-cold vodka. Or maybe Monday mornings scoffing scones (yes please!), Friday nights sipping Champagne or lazy Saturday lunches after finding that perfect date-night dress.

! And, of course, they think of us, the real bright lights who bring it all to life. Our warmth, our expertise and our endless enthusiasm for the ever-evolving experience we offer and the scores of customers we're so proud to serve.

Jarrolds – the
heart of Norfolk.

My work

I was engaged by The Click to write a brand story to inspire the visual identity. Reflecting numerous conversations with key stakeholders, and incorporating key messages and personality traits, the narrative centred on Jarrolds being “the heart of Norfolk”. It referenced customers’ generational experiences, the store’s whimsical and luxurious nature, and its community spirit.

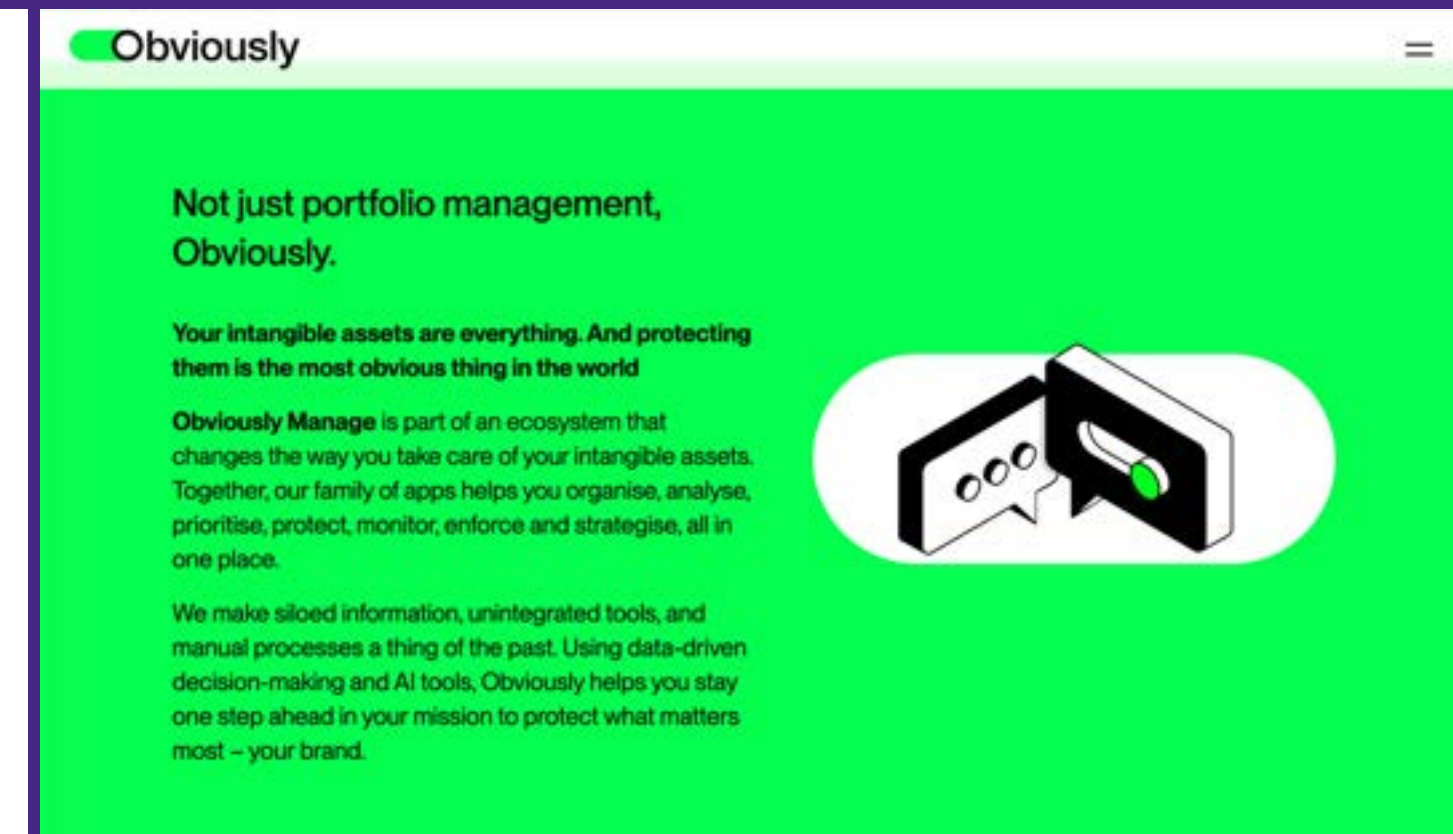
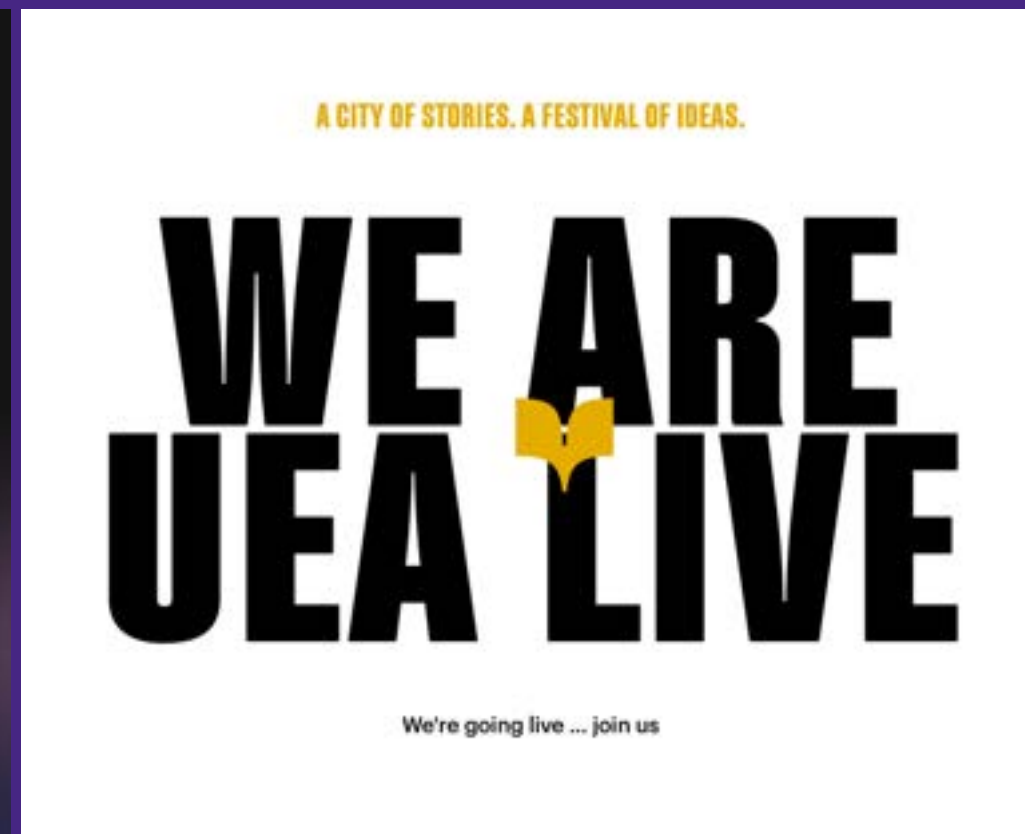
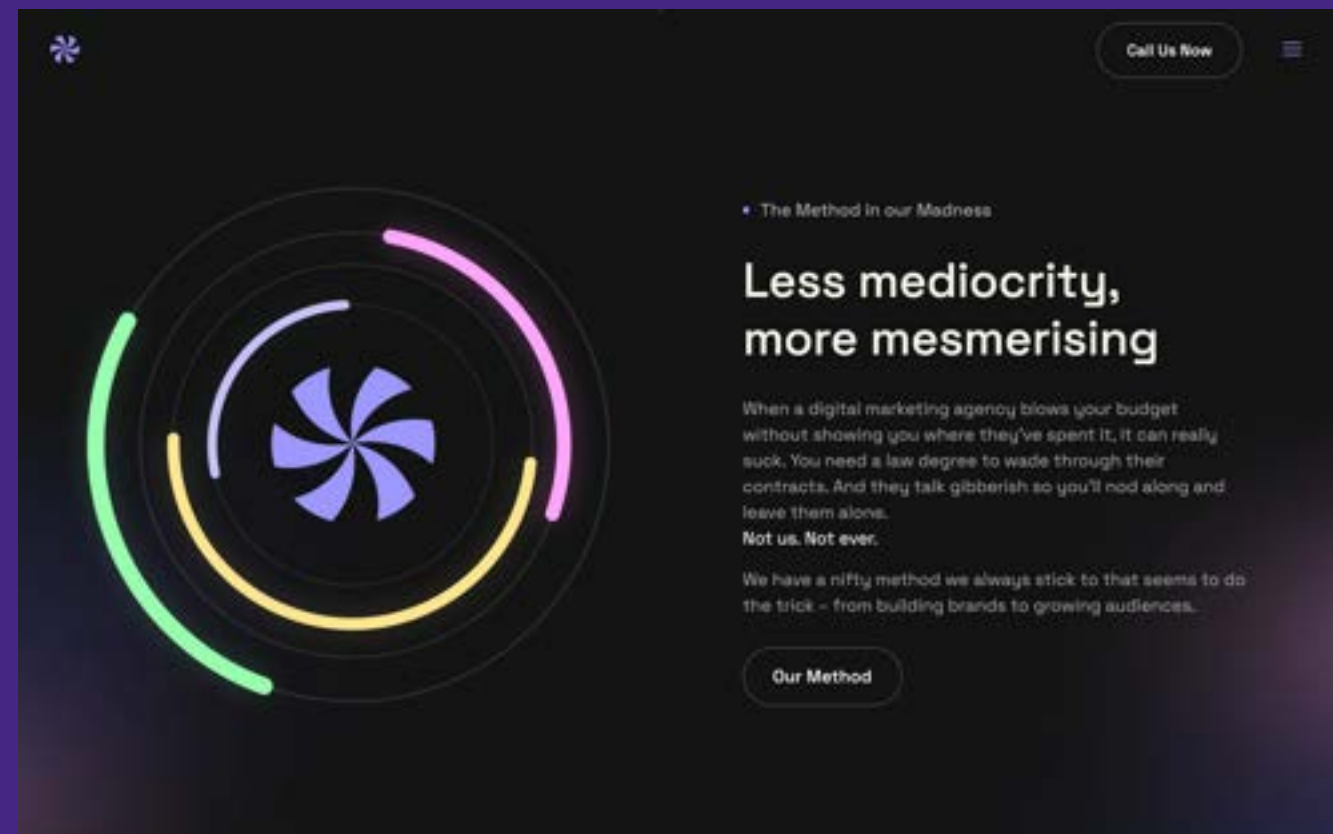
“Sarah’s energy and passion for every project she works on is inspirational. The consideration, thought, and craft in her writing is a result of her ability to research, understand and, where needed, challenge the norm.”

Bobby Burrage, Founder, The Click

More please

COPYWRITING

From start-ups getting out of the gate to established brands in need of a refresh, I craft copy to engage and inform. That means words that work for cross-platform creative campaigns, product naming, and scroll-stopping ads, and super sites and apps crafted especially for target audiences.



Client: Sleepzee

SLEEPEEZEE

A WEBSITE WAKE-UP-CALL FIT FOR ROYALTY

The project

Sleepzee has been making mattresses since 1924, so it knows a thing or two about sleep. A proudly British-made brand, it's been a Royal Warrant holder for 40 years too.

By contrast, I've been sleeping since 1984 (not quite as long) and working with Sleepzee's marketing team on refining internal documents since 2021 – the same year I contributed to this project: the company's website revamp.



My work

I brought cohesion and consistency, building a more detailed style guide to support the written content and future-proofing the website. From crafting bold product headlines to bringing brevity to lengthy descriptions, I weaved in Sleepzee's bright and cheery tone throughout.

“Sarah’s wealth of copywriting experience has been put to good practice across our website, internal documents and press pieces. She really has an excellent eye for detail and is able to translate a mountain of words into a great piece of creative copywriting – whatever the subject.”

Sophie Thom, Digital Marketing Executive, Sleepzee

ABOUT SLEEPZEE

Making Luxury Beds Since 1924

Through innovation and market-leading mattress designs, Sleepzee has grown into one of the most well-known bed manufacturers in the world. Every Sleepzee product is made at our factory in Rochester, Kent, where over 300 expert craftspeople build bespoke beds to our premium standards.

Every detail is diligently checked for consistency and quality. This allows each and every one of our customers to be reassured that the bed they are investing in will provide them with the perfect night's sleep.

[DISCOVER OUR RANGE →](#)



FOR ANY QUERIES, CALL US ON +44 (0) 1634 729 425

Restful Sleep, Rave Reviews

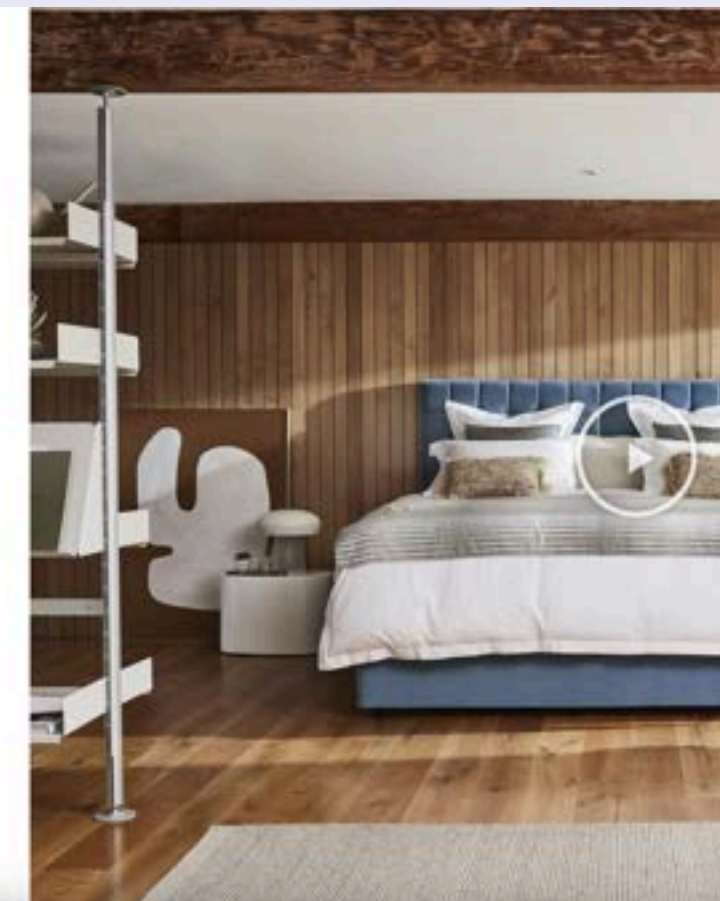
Our aim is to become your long-term partner, providing reliable and consistent quality as well as offering advice and solutions, so your guests enjoy a great sleep experience.

Our mattresses can be tailored to optimise any available space, offering the highest standards of quality and craftsmanship to meet your budget and specifications.

Founded in 1924, we are Royal Warrant holders and offer a five-year guarantee as standard, so you can offer your guests a safe and sound night's sleep for years to come.

[DISCOVER OUR RANGE →](#)

[GET A QUOTE →](#)



More please

WORK IN NORWICH

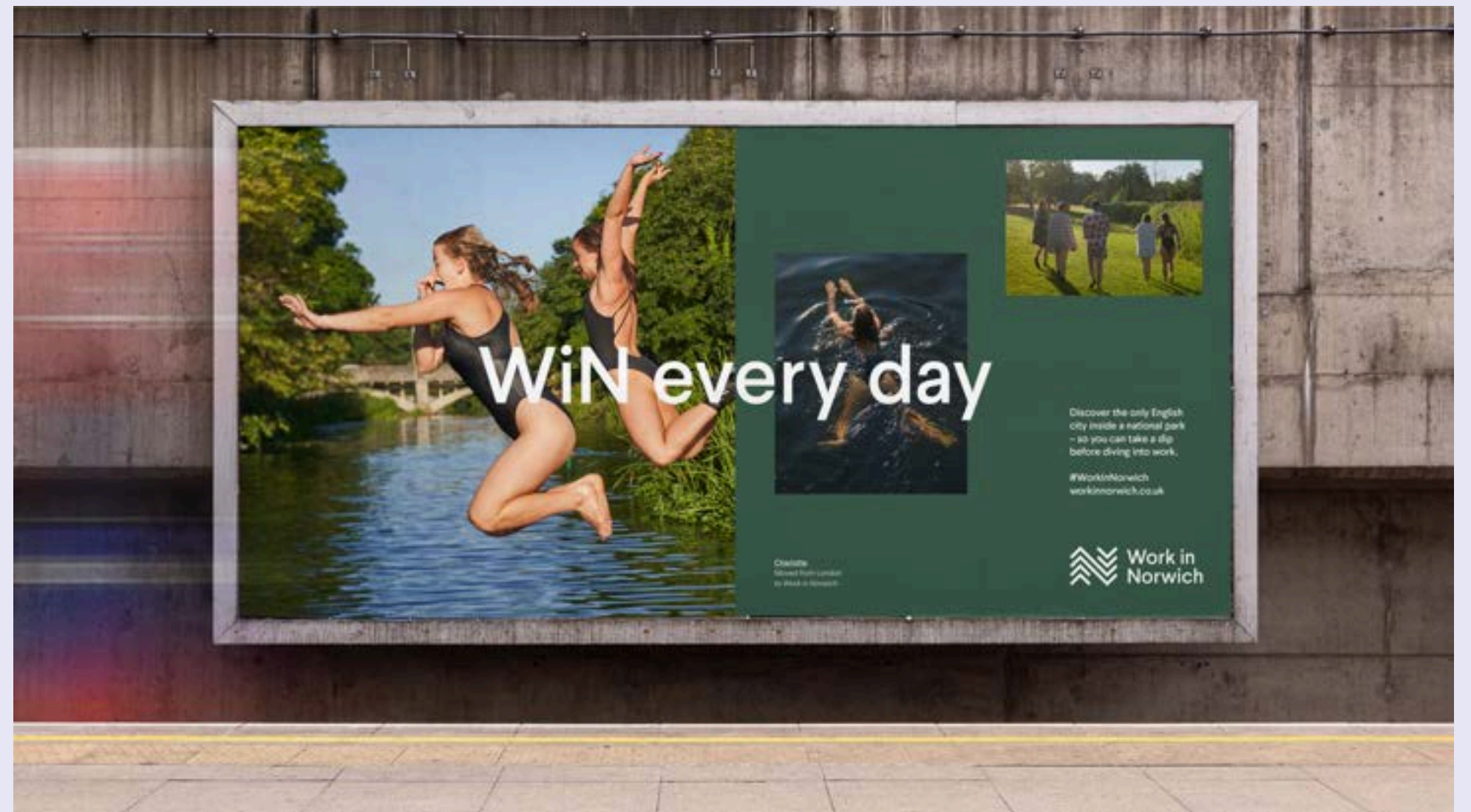
TELLING TRUE STORIES TO SELL THE CITY

Collaborator: The Click

Client: Norwich BID

The project

Norwich is a fantastic city to live and work. I should know – it's been my home for 10 years. That's why I was thrilled to be part of Norwich Business Improvement District's campaign to promote the city as the perfect place to plant roots and build a business – from enticing companies to set up shop to attracting and retaining top talent.





My work

After supporting The Click with the naming and brand development process, I created the core written content for the campaign rollout.

The storytelling was based around a series of short films with real residents sharing their “everyday WiNs” – the best things about living and working in Norwich. Collateral included a website, a printed brochure, and an exhibition system for events and conferences.

“Grounded in solid research and reasoning, WiN delivers a truly bold and simple message. It’s clever too.”

Isabel Johnson, Head of Marketing, Norwich BID



More please

BEAN RESEARCH

PLANTING THE SEED FOR A STRONGER VOICE

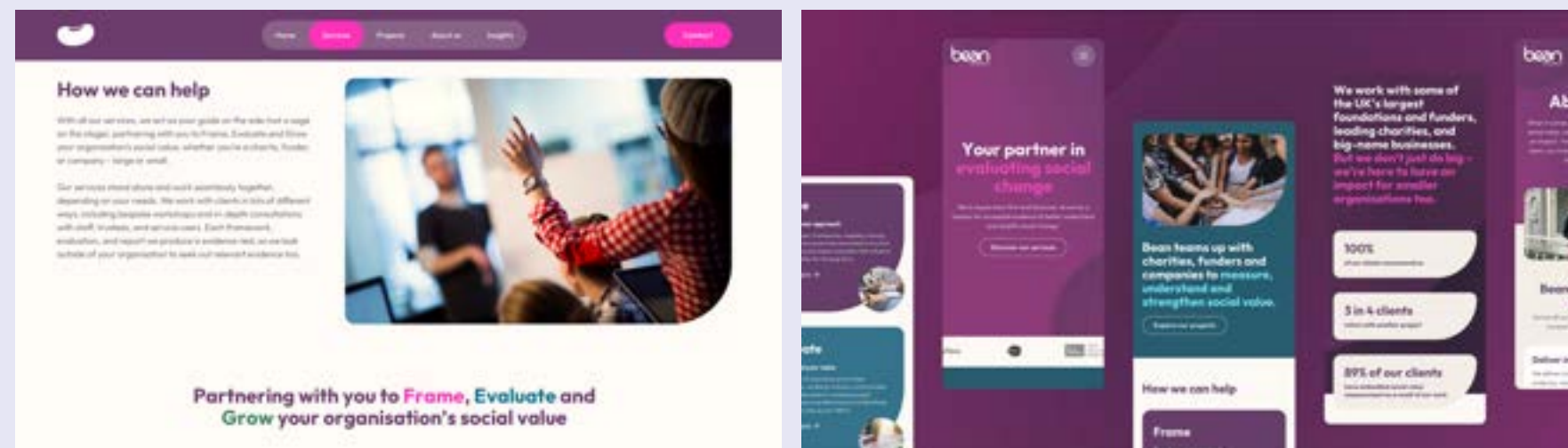
Collaborator: Fresh Pies
Client: Bean Research

The project

Bean Research is a market-leader in social impact evaluation – helping charities, funders, and companies of all sizes to frame, evaluate and grow their social value.

As part of a rebrand, it needed an engaging new website that set it apart from competitors, clearly explained its process and services, and made it easier to shout about its credentials and achievements. Working with the team at Fresh Pies, I was brought on to help deliver this transformation.





My work

I collaborated with the client to pin down Bean's point of difference and developed new terminology to remove complexity from its service offering. The result is a clear, accessible site that reflects Bean's expertise and credibility.

“I was sceptical about the need for a copywriter before we set about re-designing our website. However, Sarah jumped into understanding Bean, and clearly explaining what we do – avoiding all the jargon we had got wrapped up into. The results were clear, positive, and absolutely aligned to our tone. I was delighted with the process and the work.”

Charlotte Turner, Director, Bean Research

More please

PENSTHORPE

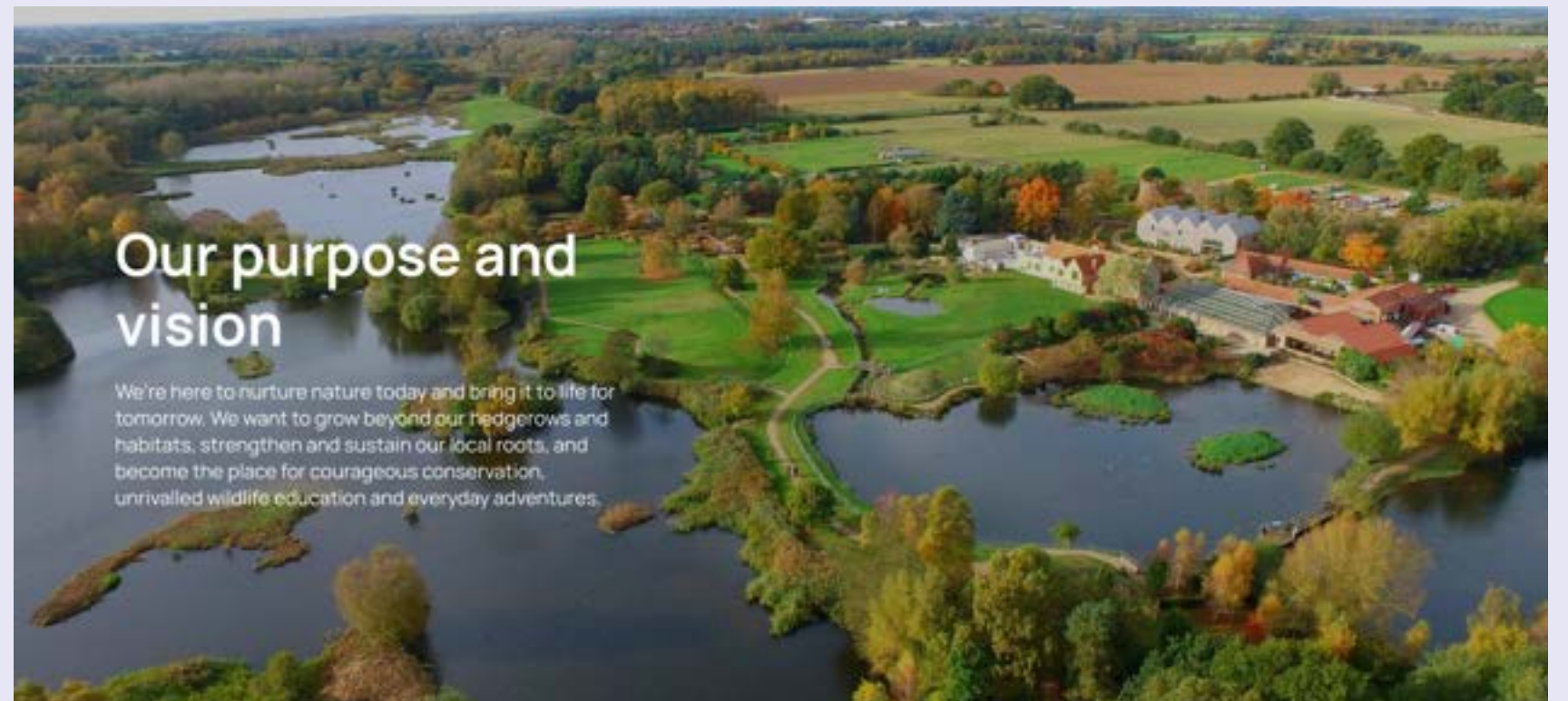
BRINGING THE BEST OF NATURE TO LIFE

Client: Pensthorpe

The project

“Pensthorpe is for wide eyes and well-worn wellies, for plodding, pondering and playtime. Here you can run wild, whisper in wonder and stop for more than a second. It’s where little adventures happen every day.”

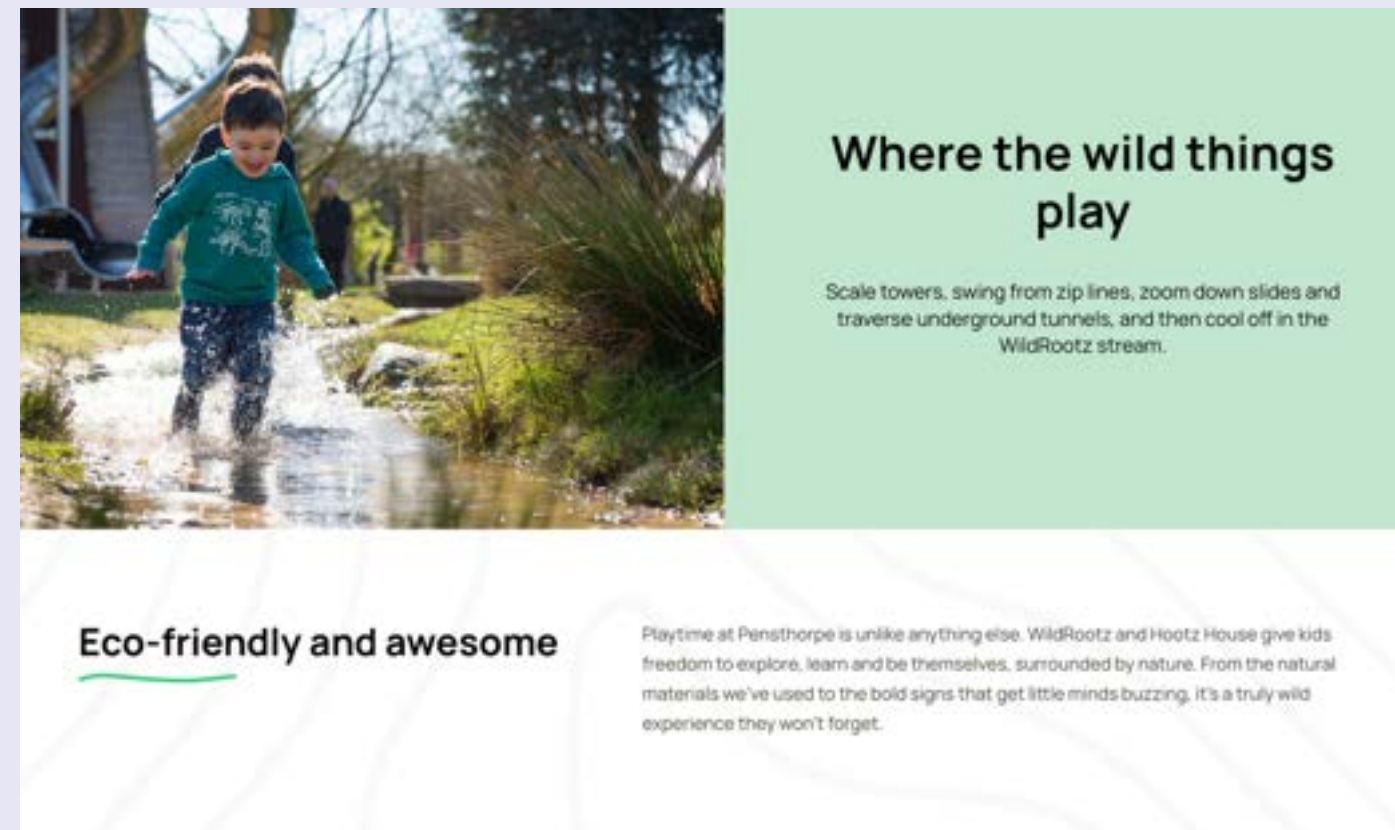
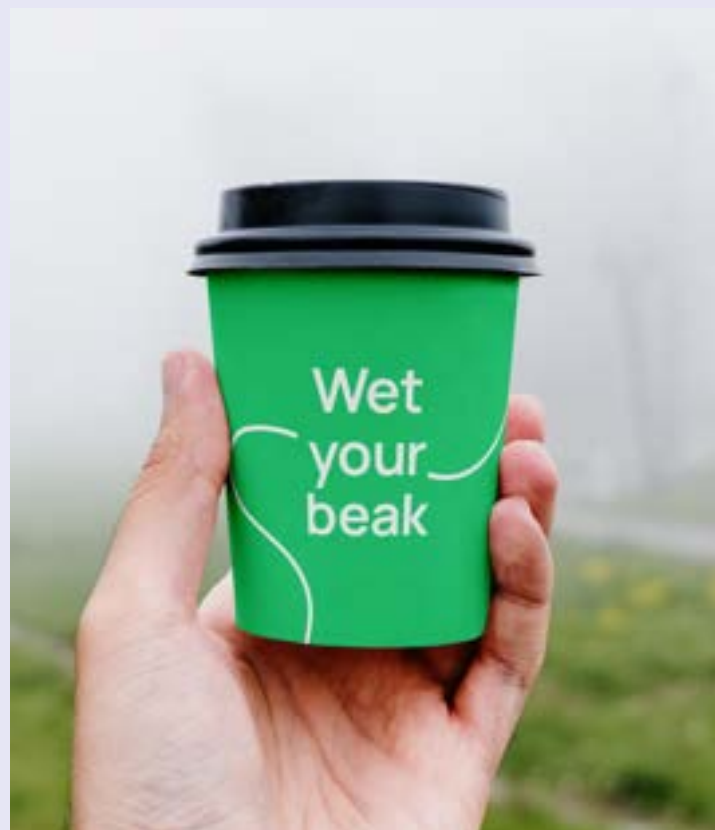
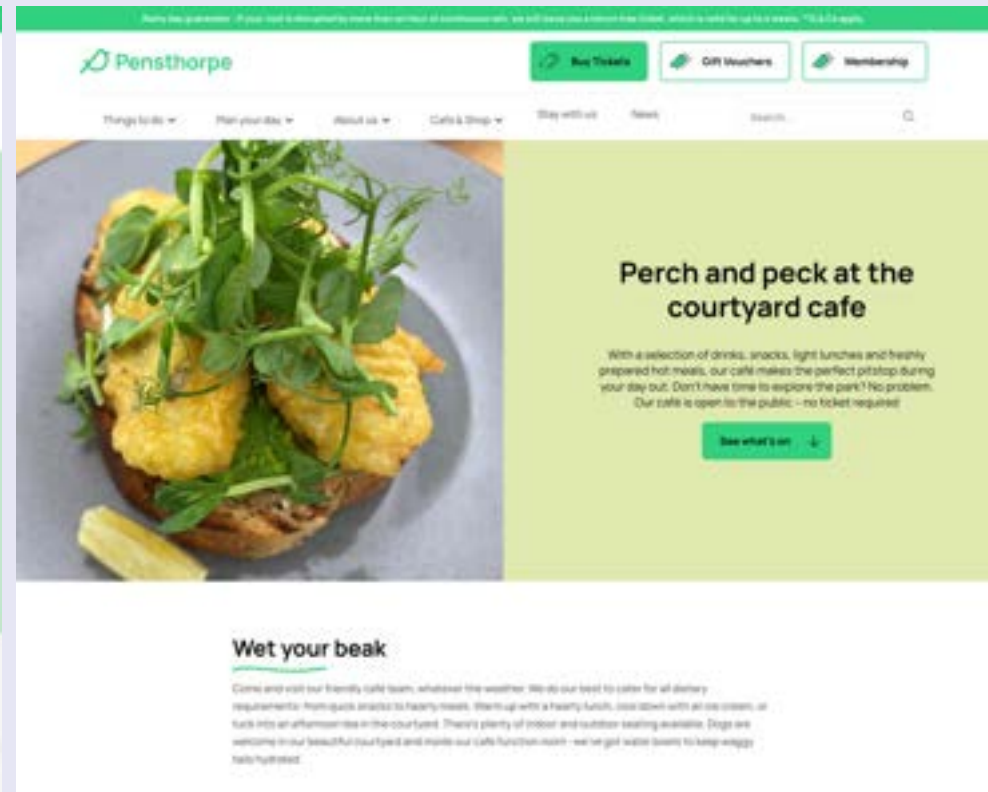
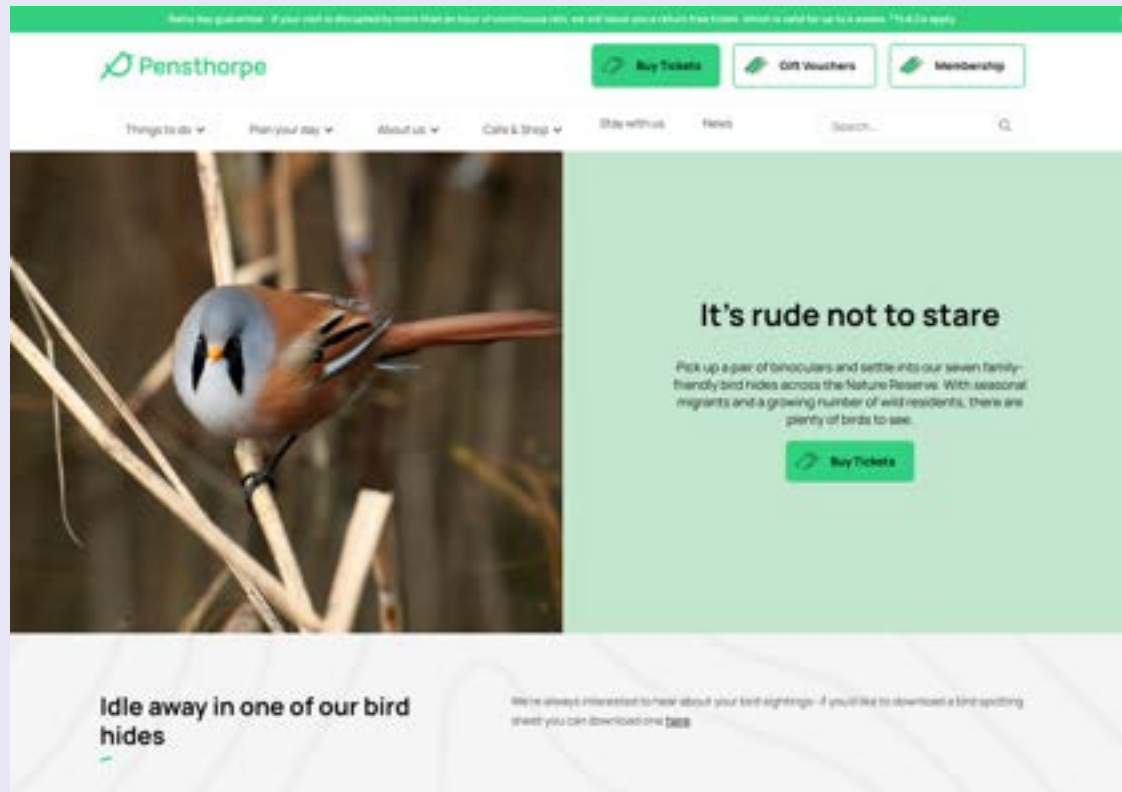
After a bold rebrand by The Click, this Norfolk nature reserve and visitor attraction needed the copy to match – across its website, signage, and promotional materials – to engage new nature lovers and reignite its existing membership.



No tuts in our huts

Our hides are for everyone. We want all nature lovers to feel comfortable – whether it's your first time or your fiftieth time. Inside, you'll find plenty of information about what to look out for. It's a good idea to keep your voice down so the wildlife doesn't get wind you're watching. But the most important thing is to have fun.

On some days we have Guides in the Hides events where volunteers are on hand to help and answer any questions.



My work

After helping shape the content strategy, I filled the website with words in the brand voice, bringing the natural delights of Pensthorpe to life across attractions, visitor planning, membership, and the history of the reserve. I also ran a brand voice workshop for the marketing team to get them flying in unison – bird puns aplenty!

More please

CONTENT WRITING

I work with a number of organisations to keep their marketing strategies stocked with rich and riveting articles, case studies, product descriptions, social media posts, and whitepapers. I specialise in technology solutions, writing for e-learning and procurement platforms, power-up apps, and digital transformation specialists.

Discover how to deliver IT resilience with our new research report

What's coming down the pipeline for DevOps in 2025

John Kuvshinov, Matt Saunders, Jon Mart, Jason Springs | 19 December 2024 | 5 min read

Explore 2025 DevOps trends with Adaptavist. AI, platform engineering, developer experience, and cloud strategies. Stay ahead with expert insights.

2024 has been an exciting year in DevOps at Adaptavist, as we've helped more and more customers to step up their DevOps maturity, embrace better processes, and integrate market-leading tools to support their efforts.

As the year has progressed, we've seen generative AI take hold in the DevOps space, the maturation of a move away from cloud computing for some organisations, and the continued use of DevOps code platforms. Platform engineering is finding its way into many organisations able to measure return on investment for the first time, though the findings are not all easy. Security, particularly in the context of the use of generative AI, continues to be top-of-mind for most businesses.

The end of the year is a time for reflection, but it also means looking ahead at where DevOps will go next. Here, our experts – John Kuvshinov, Matt Saunders, Jon Mart, and Jason Springs – break down what trends and talking points will dominate DevOps in 2025. This is the perfect present for those who are peering into the future and for organisations wanting to stay one step ahead of the competition.

GxP and agile: streamline data integrity on Atlassian Cloud

Written by Lisa Hill

RADBEE'S NEWSLETTER

Name:

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We will never sell or share your email with anyone.

CATEGORIES

- Agile
- Cloud
- Enterprise Systems Migration (ESM)
- Confluence
- Confluence Cloud
- Confluence Knowledge
- DevOps
- Electronic Data
- Event in London during 2018
- Forms
- General
- ITIL
- How conference meets needs of document users
- JIRA
- KeyCloud
- Site Service Management
- Site Integration for Confluence
- working with Work OS

Working in a GxP environment means prioritizing data integrity. But archaic processes and systems mean life sciences organizations will struggle to stay competitive and reap the benefits of agile practices, DevOps, automation, integrations, and AI advancements.

So what's the solution? Moving to Atlassian Cloud, for example, doesn't mean data integrity goes out the window – in fact, it can improve your processes, providing greater traceability and transparency for your organization.

In a recent webinar, RadBee CEO Lisa Hill chatted with Monika Andrus, founder of Duetto Compliance. Monika is an independent consulting firm that empowers regulated organizations to achieve unparalleled data integrity through data governance. They discussed:

- How to think about data integrity in the context of test reports
- How to buy from a vendor you can't audit (She Atlassian)
- The considerations regarding data integrity when using Atlassian Marketplace apps

What is strategic procurement?

Strategic procurement, at its core, suggests a holistic and forward-thinking approach. Underpinned by business principles of profitability, agility, and precision, it's concerned with long-term planning and decision-making that aligns procurement activities with the overall business strategy – whether that's increased savings, more accurate forecasting or something else. In this way, wider business benefits can be achieved through procurement.

With strategic procurement, there's an emphasis on information and analysis, particularly considering global supply chain disruptions, to help businesses tackle these challenges, be more agile and make data-driven decisions. Strategic procurement, built at where greater operational efficiency can be achieved by lowering costs associated with disconnected processes or mismanagement. It also requires teams to embrace specific frameworks and tools to collect and then analyze this data.

What does it involve?

- Strategic focus
- Long-term planning
- Risk reduction
- Supplier relationships

In the latest instalment of our Industry Voices series, we had a lovely chat with our very own Janet Iglesias, who heads up business development for Reuzer in the US.

Janet Iglesias
Business Development Manager USA

Reuzer

I was approached by the director of my daughters' school to be a classroom instructor and went on to become the Director of Academic Activities. And it kept growing from there – it's been 35 years now!

I left education briefly working in Washington DC supporting government contract auditing before moving back to Houston where I joined the learning and development team of a global oilfield services company.

ADAPTAVIST

CONTENT DESIGNED TO CLEAR UP COMPLEXITY



“Sarah’s skill in transforming complex information into engaging, reader-friendly content is invaluable. Working with her is always a delight.”

*Melissa Hales, Principal Strategic Solutions
Marketing Manager, Adaptavist*

The client

Adaptavist is a software and solutions provider, delivering quality services across the world’s most-trusted technology ecosystems, like Atlassian, AWS, Monday.com, and GitLab.

My work

I’ve supported Adaptavist’s marketing team since 2020 writing about all things agile, DevOps, ITSM, and cloud. In creating social posts, mailers, landing pages, blogs, and guides, I collaborate with the experts to distil complex thinking into practical content and showcase their knowledge.

REUZER

CONTENT THAT HELPS KEEP WORKERS SAFE

The client

Reuzer is a digital training creator focused on the safety-critical sector. Through its original courses and user-friendly learning and competence management platform, it's shaking up the industry to make training easier and better.

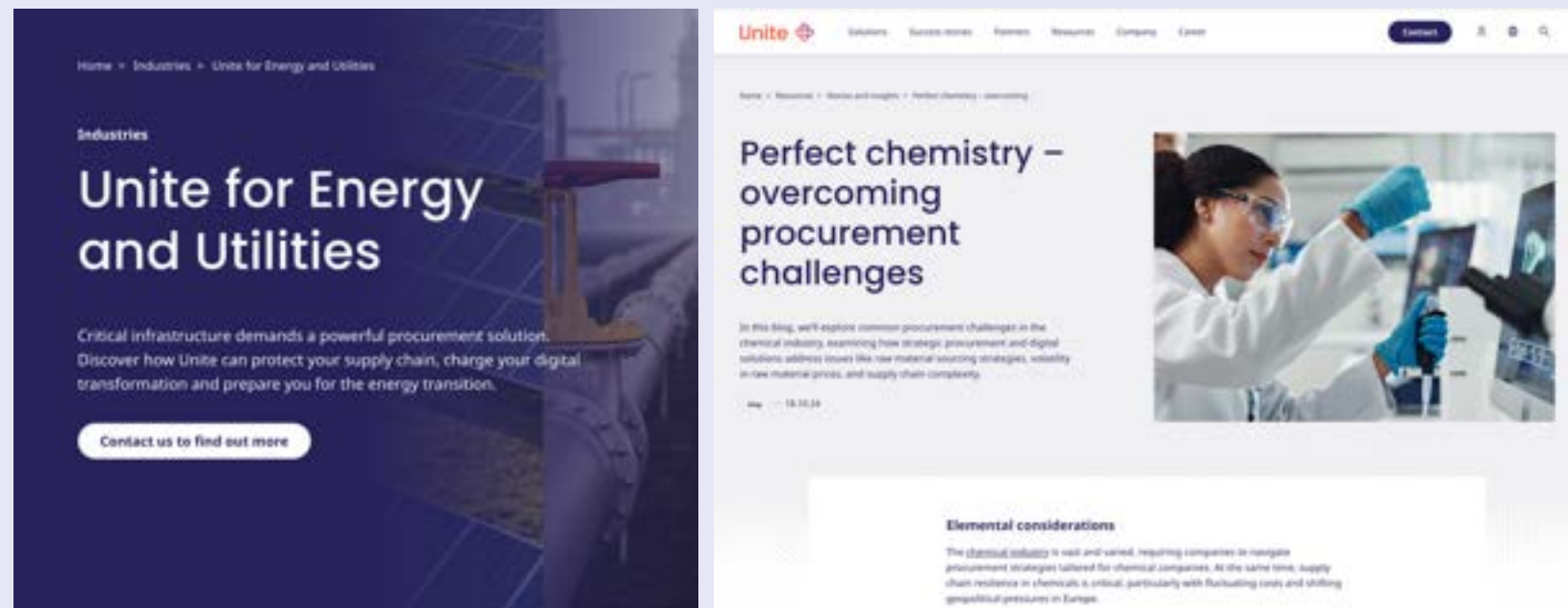
My work

Content creation has spanned writing scripts for health and safety e-learning courses and case studies to celebrate project wins and results. I've also carried out interviews with the Reuzer team to share behind-the-scenes knowledge of how projects get made.



UNITE

CONTENT THAT CONNECTS WITH CUSTOMERS



“Working with Sarah is knowing that the outcomes will be brilliant. She not only has all the right words but provides a clarity in thinking that any brand or business strategist will be thankful for.”

*Erika Mizun-Moller,
VP Global Marketing and Brand, Unite*

The client

Unite, formerly known as Mercateo, is a pioneering B2B platform headquartered in Leipzig, Germany. It brings procurement professionals and the businesses they buy from together so they both can benefit.

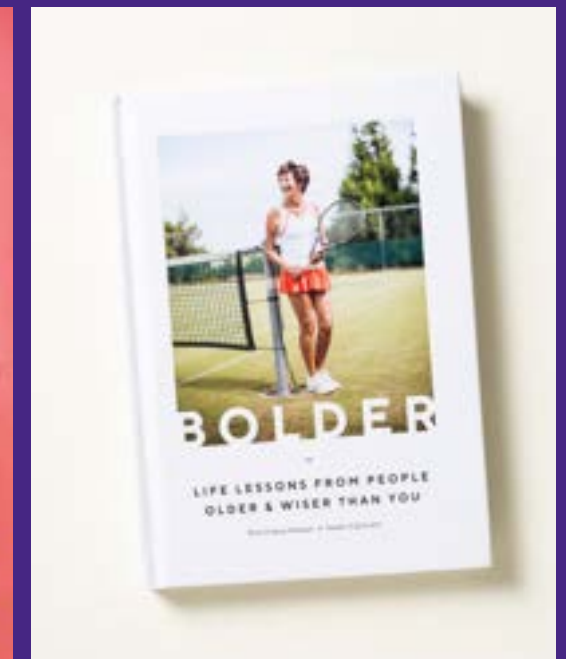
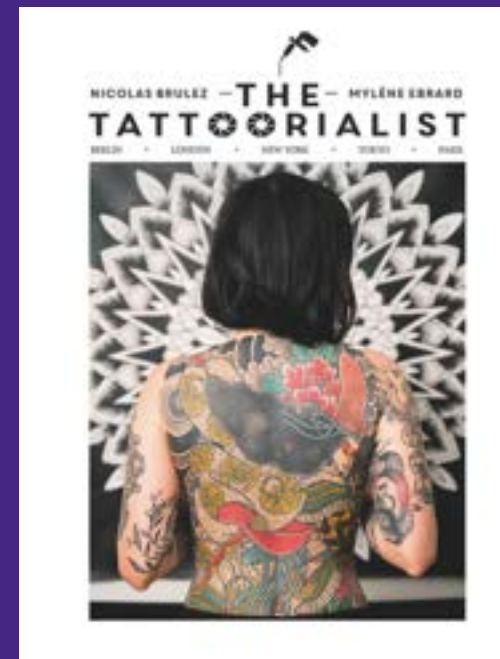
My work

After helping to develop the organisation’s new identity and brand voice, I collaborated with Unite’s marketing team to develop website content, including solution pages, case studies, and blog posts.

EDITORIAL

I also have a variety of experience editing non-fiction books and magazines, including:

- English-language editor, *Bauhaus Now* – the official bilingual magazine to mark the Bauhaus centenary.
- Editor, *Get Fresh* – a quarterly vegan-raw food and lifestyle magazine.
- Copyeditor, *The Ingénue* – a bi-annual magazine celebrating independent, inspiring and intelligent women.
- Chief writer and editor, *The Lab Magazine* – a North American arts and culture publication.
- Copy-editor and proofreader – multiple non-fiction titles for trade publishers, including Hardie Grant, Quarto, and Hachette UK.



MAKE THE NEXT MOVE

I'm always happy to make new connections, whether you've got the perfect project lined up or just fancy chewing the plant-based fat about all things brand, copy, or content (or cookies).

Contact

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Email: hello@sarahherman.co.uk

More please

Website: sarahherman.co.uk

LinkedIn: [linkedin.com/in/sarahhermanwriter](https://www.linkedin.com/in/sarahhermanwriter)

BOOKS BY ME

I've authored over 30 non-fiction titles, including the bestselling *Does Anything Eat S**t?* and a history of the LEGO Group called *A Million Little Bricks*. Read more about my booky bits right [here](#).