

# Natalie de Chassart

Copywriter | Sustainability & Psychology Expert

ABOUT ME

Words are the  
wisdom that gives  
colour to what was  
waiting to be seen

ABOUT ME

A senior copywriter and communications professional with over a decade of experience in strategic marketing, public relations, and storytelling across the UK and Southern Africa. Currently working and consulting part-time, with a strong commitment to community-led projects and sustainable impact.

## Education & Experience

### Education

MA in Corporate Communications

Kingston University, London, United Kingdom

MSc Psychology

University of Wolverhampton, United Kingdom

### Experience

Senior Manager

Clarity PR, London

Head of Marketing & Copywriting

TOS, Sustainability Consultancy

Freelance Copywriter & Marketing

Cloudigital  
Tanaka Group  
Surrey Group  
Kuva Cash

*and more*

### WHAT I CAN DO

## Skills & Proficiencies

Copywriting

Feature Writing

Report Writing

Brand Messaging and Web Copy

Website design

Search Engine Optimization (SEO)

### WHAT I'VE DONE RECENTLY

## Portfolio



### Tanaka (NPO)

Brand development, website build, booklet copy & design, 2025

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### TOS (Sustainability Consultancy)

Whitepaper Report for Carbon Removal India Alliance, 2024

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### Cloudigital (Art Gallery)

Social Media set up and management, 2025

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### Author & Illustrator

2X published books on self-help and poetry, 2024

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*"Natalie quickly understood and embraced our brand vision. She was able to convey our voice authentically through strong website copy, report writing, blog writing and thought leadership articles. Her words carry an authenticity and understanding that I've come across in very few writers, and her execution is reliable and efficient"*



Philip, CEO and Founder of Surrey Group and Tanaka

## Reach out!

Natalie de Chassart

natsdechassart1@gmail.com  
+447473766921 (Whatsapp)  
<https://www.nataliedechassart.com/>

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