GEORGINA CARO

Freelance writer & content creator



ABOUT ME

Hello! I'm Georgina Caro, a dedicated freelancer, content creator, and former editor. With over 12 years of experience, I specialise in crafting engaging blogs and website content. My expertise lies in the fields of environmentalism and zero waste lifestyle, backed by a postgraduate certificate in Advanced Architecture: Environmental & Energy Studies. However, I am versatile and open to writing about a wide range of topics.

"She was so wonderful to work with, honest about timeline and work that she would be able to provide. Her writing was fantastic and really captured the essence of our message we wanted and she delivered on time. Look forward to working with her again".

Writing

FEATURES & QUALIFICATIONS

In addition to my freelance work, I am the proud owner and operator of an award-winning sustainable lifestyle blog. My contributions have garnered recognition from esteemed publications such as The Sunday Times, The Guardian, Daily Express, HuffPost, House Beautiful, and Apartment Therapy. I have also made appearances on BBC One's Countryfile Autumn Diaries and Right On The Money. To further enhance my digital skills, I hold a Diploma in Digital Marketing and a Foundation Diploma in Social Media Marketing and Online Reputation Management.

BLOG POSTS

I WILL WRITE FOR YOUR BLOG

I can create you a unique blog post or article for your website. My passion is to create engaging, high-quality content on a topic of your choice.

You can find my portfolio here:
georginacaro.com/portfolio

Other examples of my work can be found here georginacaro.com/blog and here gypsysoul.co.uk/blog





EMAIL NEWSLETTERS

I WILL WRITE YOUR NEWSLETTER

I will write engaging email newsletter content for you on a subject of your choosing. I can help you build a narrative around your brand's latest news in an original and captivating way. The newsletter will be created with your target audience in mind, including your keywords.

"SHE IS AMAZING! I have been looking for a ghostwriter for my weekly newsletter- I have hired a few people here but their write up did not match what I requested and I had to spend even more time editing. Georgina was spot on and delivered on time! She listened and delivered. I am very satisfied."

BLOG EXAMPLE

WRITTEN FOR ETHICAL CONSUMER

How to create a sustainable, plastic-free wardrobe

Creating a sustainable, plastic-free wardrobe is important due to the huge impact that clothing has on our planet.

Why create a sustainable wardrobe?

The production of clothing has enormous impacts on human rights and our environment. Yet, the vast majority of clothing is disposed of after just a handful of wears.

- Up to 64% of new fabric for clothes is made from plastics.
- In the UK alone we throw 336,000 tonnes of used clothing into landfill every year.
- That's £140 million worth of used but still usable clothing going to waste every year.
- Each Briton produces 3.1kg of textile waste every year. Only 0.3kg of that is recycled.
- Further to that only 0.4kg of that textile waste is reused.
- British consumers spend on average £980.50 per person on clothing annually

The amount of clothes we consume and the materials they contain is not sustainable and needs to change.

Building a sustainable capsule wardrobe

One of the main ways to live sustainably is to buy less but buy better. This also applies to your wardrobe.

The best bet is to buy any new clothing from reputable, sustainable manufacturers and brands or, even better, buy second-hand organic and sustainable clothing from charity shops.

What is a capsule wardrobe?

The term 'capsule wardrobe' was first coined in America in the 1940s to describe a small collection of clothing that were designed to be worn together with complimenting colours and lines.

A capsule wardrobe consists of clothes you love, wear and use on a regular basis. The idea is to have a small range of garments that mix and match well to create different outfits. There is no set rule on the amount of clothing you should have but the experts recommend between 25-50 pieces. The total amount is down to the individual but this gives you a guide to work towards.

BLOG EXAMPLE

WRITTEN FOR ETHICAL CONSUMER

The main aim of a capsule wardrobe is to have timeless, good quality pieces that you look after, meaning they will last you for many years to come. Although the sustainable pieces may cost you more initially it's worth it in the long run as, with the correct care, the items should last you a long time. Focus on quality over quantity.

High fashion pieces have no place in a capsule wardrobe as fashions change so often the clothes quickly become redundant.

Declutter your wardrobe

Before you begin to create your new sustainable wardrobe you need to sort through and declutter the items you already have. When you start to look into it you will undoubtedly find outfits that no longer fit, have worn out and may even items you have never worn.

Sociologist Sophie Woodward conducted a study and discovered that 12% of clothes in our wardrobe are unused. Not only are the clothes taking up space in your wardrobe, it's also a complete waste. Have a clear out, decide what you want to keep and what you don't and pass on items you no longer need to someone that can make use of them.

The keep or throw dilemma

The question of whether it's better to keep your existing clothing or replace it with sustainable alternatives is a tricky one. Should you keep an item of clothing and reuse it even if it's made from polluting materials? The answer isn't as easy as it seems for a few reasons.

Reusing what you already own

The first rule of living sustainably is to reuse what you already own, rather than adding to your wardrobe or replacing items that are still useful. Even if the item is not made from sustainable materials, or comes from a brand that doesn't act ethically, it is still better to keep the item as it's already in circulation.

Throwing it away would only contribute to the waste problem. When the time comes to replace the item, you then have the option to make better choices and opt for sustainable clothing.

But what if that item is made from plastic fibres?

Read the full blog here



"Spot On. I can't speak more highly about this pro content writer. She's really helping us find our company's voice."

"It's so easy working with Georgina! She delivers exactly what I am looking for, it would take me hours to come up with the content she is able to produce!"

"This professional is quickly becoming the heart of our content and community outreach."

Example of brands I have worked with:

- British Gas
- EDF Energy
- IKEA
- Gumtree
- Experian
- Hello Fresh
- WUKA
- Violife
- Ninja
- Simba

FIND ME ON SOCIAL

3K+ 14.3K 1.7K 11.4K

CONTACT ME

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