



Tarn Rodgers Johns

Content Writer & Communications Specialist

I'm a writer, editor and digital marketer experienced in writing SEO optimized copy with the goal of creating community and building engagement.

Contact

Website

www.tarnroddersjohns.com

Socials

@tarnrj

Education

2016-2018

MA Arts and Lifestyle Journalism

University of the Arts London

2011-2015

BA American Studies and English Literature

University of Sussex

Expertise

- Copywriting
- Social media
- Digital marketing
- Storytelling
- Strategy
- Audiovisual content creation

Languages

English (native)

German (B1)

Experience

2022 - Current

Ecosia | Berlin, Germany

Content Writer

I joined the Ecosia content team on a freelance basis in 2022 to help them to develop the Ecosia blog and social media into a content destination for people interested in topics related to the climate crisis. I write blog posts, Instagram galleries and video scripts for TikTok and YouTube.

2022 - Current

Regenerators | Remote

Community & Digital Marketing Manager

I am the Digital Marketing Manager for Regenerators, an online community for professionals seeking to integrate regenerative leadership into their business operations and working culture. I have created a communications strategy to promote our courses, written newsletters and created Instagram, LinkedIn and YouTube content to engage, educate and inspire our audience on the topic of regenerative leadership and culture.

2018 - 2020

Emerge | Berlin, Germany

Lead Editor

I was hired by a philanthropist to develop a non-profit media platform for change makers exploring inner personal development and systems change. I managed a small team of freelancers to develop a brand identity and content strategy for a website which launched in 2018. Over the next two years, I worked as the lead editor, commissioning writers, illustrators and photographers, writing profiles of changemakers, and organising offline events.

2016 - Current

Freelance | Berlin and London

Copywriter & Journalist

I have written blog posts, brochures, and reports covering topics such as circular economy, climate tech, and regenerative business. I also have a Substack newsletter "Regenerative Futures Berlin". Previously I worked as a freelance journalist covering arts, culture and mental health for the Financial Times, the Independent, VICE and others.

Volunteering

Climate Action Community (CAC)

CAC aims to help citizens move from climate anxiety to climate action through community empowerment, education, and collective action. We run workshops and community events. I am currently representing CAC on the Good Lobby Climate Incubator, a six month programme aimed at boosting the organisational and advocacy capacities of grassroots climate organisations, funded by the European Climate Foundation.