



David Whiteley

For further information or to book a consultation visit:

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David's credentials

- A graduate of the Australian Copy School specialising in SEO Copywriting, with an honours degree in Politics and Literature from Monash University.
- A working actor/company director who built Red Stitch theatre in St Kilda into one of Melbourne's most respected arts venues in the 2000's, using online booking systems and digital promotions to build a loyal subscriber base.
- A commercial voiceover artist and presenter with 20 years experience turning his talents to writing web copy for businesses using the latest SEO techniques.
- A script writer, editor, dramaturgical adviser and director, as well as a regular blogger on Copywriting and SEO related principles that spark my interest.

SEO Copywriter | Content Writer | Email Campaigns

- Proskill Australia Pty Ltd
- Understanding Music Seminar
- TRIBE Group
- Lekker Bikes
- Lockwood (Presenter)
- Red Stitch
- The Mens Project
- Astra Zeneca
- Field Works Market Research
- The Phone Book Pty Ltd

Qualifications:

- SEO Copywriting, Australian Copy School.
- Diploma of Interactive Media, Swinburne University.
- Bachelor of Arts (Honours) (First Class), Monash University.
- Bachelor Performing Arts, Federation University.

Ever wondered why so many successful businesses spend so much time surveying their customers?

Every interaction is an opportunity to build your brand and grow your customer base.

Your website, email campaigns, purchasing experience, blogs and social posts (even your humble user guides) should all be directed to guiding potential buyers into action.

A great copywriter not only makes the task of managing your website and communications simple, they also make you feel confident knowing that well-researched, strategic marketing is maximising your website traffic and converting visitors into sales.