|  |  |
| --- | --- |
| **David Whiteley** | Melbourne, Australia • 0438952509  [dw234@icloud.com](mailto:dw234@icloud.com) • [www.whiteleycopywriting.com](https://whiteleycopywriting.com/)  Professional [Copyfolio](https://copyfol.io/v/davidwhiteley) |

**Digital Copywriter │ Content Writer and Editor │Marketing Coordinator**

Versatile, accomplished Copywriter and Editor with over 15 years’ professional experience in advertising, content creation and marketing strategy. Highly skilled professional with proven success in developing copy and leveraging expertise in SEO to maximise audience impact and reach. Adept in CMS (Wordpress), EDM (including Mailchimp), tone of voice, keyword optimisation, team management, editorial, workflow, content taxonomy and comms. 20+ years’ experience in commercial voiceover work and TVC advertising. Creative consultant to a wide variety of clients and campaigns. Freelance copywriter since 2017.

**Areas of Expertise**

|  |  |  |
| --- | --- | --- |
| * Editor * Content Creation * User Experience & Branding | * CRM & Social Media * Search Engine Optimisation (SEO) * Buyer & Consumer Behaviour | * Copywriting & Proofreading * Team Management * Competitor Research |

|  |  |  |
| --- | --- | --- |
|  | **Recent Employment History** |  |
|  |  |

* **Copywriter and Senior Editor, The Thrive Project.** **2021 - Present**

Supervisor of blog content and Editorial team, copywriter (including EDM’s, website copy, podcast design, outbound messaging to expert speakers and stakeholders).

Demonstrated abilities: Blog Editor (on-page SEO), Researching and drafting content, CMS (Wordpress), Workflow management (Trello, Slack), Proofreading and content review for SEO and readability (Yoast), EDM management (CRM).

* **Copywriter,** **Swinburne Edge (Centre for the New Workforce).** **2021 – Present.**

Design of 4 page A4 promotional brochure presenting a new educational offering based on the latest in workplace learning. This position later encompassed work on another offering called **Alt\_Shift\_Office** which incorporated theory on ‘the Hybrid Workplace’.

Demonstrated abilities: Researched extensive educational research materials and departmental product statements to conceive of a powerful, succinct product message and nomenclature. This involved a significant degree of collaboration with staff and industry experts from the Centre for the New Workforce.

* **Copywriter**, **National Centre Reconciliation Practice**  **2022**

Website copy creation for new Centre of Learning (NCRP). Lead copywriter for a ground breaking new university department dedicated to industry level research and training in Reconciliation practice. Collaborated with staff to devise copy containing statement of purpose, scope and activities, as well as introducing program leads and department heads. Page layout proposal created in Canva.

Demonstrated abilities: Research of a complex and culturally sensitive initiative that required succinct and practical interpretation for program statement. Branding and co-ordination of project statements from program leads, hierarchy of important information and resources for public facing website (inc on-page SEO). Website layout (Canva).

* **Marketing Consultant**, **Proskill Australia** **2019 – 2022**

Branding and communications for new B2B workwear clothing company, Proskill Australia. This position required moving the entire company database to a new platform (Mailchimp) and setting up a content schedule for news and product updates. Spearheaded a new EDM campaign and on-page SEO to increase web traffic and retain existing client-base.

The position also entailed the drafting of keynote presentations for product demonstrations and conferences (Powerpoint), and creation of an authoritative sales brochure (Capability Statement) to codify the key offering. Audited the Proskill website and made key recommendations for a new online presence, including stronger marketing to female clients.

Demonstrated abilities: EDM scheduling and messaging (Mailchimp, Canva), Content drafting and scheduling, product information, identification of key customer benefits and market segments (CRM), consultation on potential new market focus, including women’s workwear, and negotiated improvements to website navigation (UX).

* **Copywriter, Tribe Influencer Group** **2018 (6 months)**

Development of a series of ‘thought pieces’ on marketing innovation. The series required in-depth research on the latest trends in digital marketing to highlight the role that ‘microinfluencers’ (up to 3000 followers) are playing in campaign strategy. Tribe Group were the creators of a platform to connect brands with creative influencers who had smaller, but dedicated followers. Compared to celebrity influencers with a large but not necessarily loyal following, microinfluencers offered an affordable, and scalable, marketing option with very deep connections to their fans.

Demonstrated abilities: To present some very esoteric research material in a specific tone of voice identified by Tribe’s market research. Articles presented the organisation’s positive, free and easy persona, but still managed to convey sufficient information to resonate with brand managers and creative suite directors. A solid understanding of ideas being discussed by marketing experts and academics was vital to building authority.

* **Commercial Voiceover Artist,** **EM Voices** **2000 – Present**

Voiceover actor represented by [EM Voices Australia](https://www.emvoices.com.au/artists/david-whiteley/), recording voiceovers for TVC advertising, corporate narratives, instructional content and test audiences. 20+ years of voice over experience, narrating thousands of radio, TV, and cinema campaigns. Includes online instructional training for corporate learning portals , as well as live presentations at corporate in-house events as an announcer or presenter.

Demonstrated skills and abilities: Modulating voice and delivery to convey character and tone without pictures, translating copy into engaging spoken word that conveys key messaging. Working directly with campaign managers, writers, sound engineers, animators and visual artists to bring communications and branding to life. Also, demonstrated expertise in digital recording tools, creation and editing of audio files with high quality home studio.

* **Artistic Director & Marketing co-ordinator,** **Red Stitch Actor’s Theatre** **2004 – 2013, 2019 - present**

Curated an annual season of international plays and special events over a 9-year period, overseeing production schedule, marketing and design. Led theatrical development, commissioning, developing and approving scripts from first draft to production. Managed production budgets, hired staff, and built relationships with funding institutions - government entities, sponsors, donors, subscribers and external partners. Established and expanded social media interactions, wrote copy and digital content, and developed a strong marketing presence for the company from the construction of its very first website to the present day.

Demonstrated abilities: Transformed management procedures, staff training, development of brand tone of voice, audience segmentation, ticketing, subscriber base management (CRM) and website design and maintenance (HTML). Helped to grow a fledging volunteer organisation into a prominent, nationally recognised and respected institution with over $2m annual budget.

* Administered Red Stitch’s successful application for first Federal triennial grant (2009-2012) from the Australia Council as well as several supervising several other successful grants from State Government and philanthropic organisations.
* Pioneered and executed online ticketing, CRM and subscription management services.
* Collaborated on new EDM style guide (from 2019), website optimisation and new company blog (on-page SEO).

.

|  |  |  |
| --- | --- | --- |
|  | **Education** |  |
|  |  |

**B.A. (Hons) in Literature, Politics (First class)**

Monash University, Melbourne, Australia

**Interactive Media Diploma**

Swinburne University, Melbourne, Australia

Modules: Motion graphic software, sound editing, web design (basic HTML) and graphic design.

|  |  |  |
| --- | --- | --- |
|  | **Professional Training** |  |
|  |  |

SEO Copywriting Course, Australian Copywriting School, 2017

Inbound Marketing Certification, HubSpot, 2018

|  |  |  |
| --- | --- | --- |
|  | **Notable Achievements** |  |
|  |  |

* Copywriting consultant for the National Centre for Reconciliation Practice launch (2022)
* Selected to appear in multiple film, television, and stage production plays such as Jack Irish on ABC TV, The Wrong Girl (Channel 10), and Gallipoli (Channel 9), as well as series regular William Hobart in The Doctor Blake Mysteries (ABC).
* Selected as an actor in feature films, including Killer Elite (2010) with Jason Statham, Clive Owen and Robert DeNiro.
* National voiceover campaigns for major clients including BMW, Telstra, and The Victorian Government’s ‘Teach the Future’ campaign.
* Voiceover introduction for Al Gore during his 2006 Australian speaking tour.

|  |  |  |
| --- | --- | --- |
|  | **Technical Proficiencies** |  |
|  |  |

Adobe Audition Source Connect Audacity

Wordpress (Yoast) Ubersuggest / Google keywords Mailchimp

Adobe Photoshop Canva iMovie

Keynote Powerpoint Google Slides

Dropbox Drive Slack/Zoom/Teams

Microsoft Word/Excel Pages Google Docs