

Digital Copywriter | Content Writer and Editor | Marketing Coordinator Profile

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 (Mailchimp), tone of voice, editorial, team management and corporate communications. Possesses 20+ years' experience in commercial voiceover and performance work. Developer of company website from the ground up as Artistic Director, including sales, comms, and content creation. Creative consultant to a wide variety of clients and creative concepts as freelance copywriter since 2017.

Areas of Expertise

- Marketing Campaigns
- Content Creation
- PR & Branding
- Communications & Social Media
- Search Engine Optimisation (SEO)
- Buyer & Consumer Behaviour
- Copywriting & Proofreading
- Management Procedures
- Competitor Research

Career Experience

Freelance Copywriter, Independent Contractor, Melbourne

2017 – Present

Compose compelling content for marketing and advertising media (including blogs, newsletters, social media posts for clients (Swinburne University, TRIBE influencer marketing platform, Proskill Australia, The Thrive Project, and Lekker Bikes). Collaborate with cross-functional teams, including designers, PR specialists, and other creative professionals to develop innovative marketing campaigns. Liaise with clients to create copywriting briefs, research and understand project requirements, customise messaging according to clients' needs. Conduct thorough market research, utilising SEO principles to maximise content social impact and public reach.

- Facilitated marketing strategy development and implementation.
- Spearheaded EDM campaigns, transforming, and optimising email marketing to increase and retain existing client-base.
- Article writing and editing in accordance with publishing guidelines to maintain steady flow of optimised content delivery.

Commercial Voiceover Artist, EM Voices Australia, Melbourne

2000 – Present

Voiceover actor represented by EM Voices, recording voiceovers for TVC advertising, corporate narratives, instructional content and test ideas for commercials. Modulated voice to convey character and tone without pictures, translating speech into emotions. Coordinated with sound engineers, animators and visual materials to bring messages to life. Utilised digital recording tools to record and edit voiceovers/demos for clients with high quality audio equipment.

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- Boasting 15+ years of voice over experience, narrating 1000+ radio, TV, and cinema campaigns.
- Produced instructional videos for online and internal corporate learning portals.
- Presented at corporate in-house events as well as providing announcements for touring presentations such as the Al Gore tour.

Artistic Director & Marketing Manager, Red Stitch, Melbourne

2004 – 2013

Curated an annual season of plays and special events over 9-year period, overseeing production schedule. Led theatrical development, commissioning, developing and approving scripts from first draft to production. Managed production budgets, hiring staff, and 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.

- Played pivotal role in transforming company's management procedures, growing business into prominent, nationally recognised and respected organisation by building loyal subscription base.
- 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.

Education

B.A. (Hons) in Literature, Politics, Economics & History (First class)

Monash University, Melbourne, Australia

Interactive Media Diploma

Swinburne University, Melbourne, Australia

Modules: Motion graphic software, sound editing software, web design and graphic design software

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, and The Menkoff Method (2013).
- National voiceover campaigns as MVO for major clients including BMW, Telstra, and The Australian Government
- Did voiceover introduction for Al Gore during his Australian speaking tour in 2006.

Technical Proficiencies

Adobe Audition /Audacity/Source Connect

Adobe Photoshop/Canva

Keynote/Powerpoint/Google Slides

Dropbox/Drive/Slack

Microsoft Office Suite

Wordpress (Yoast)/Ubersuggest/Mailchimp

Apple Pages/Numbers/iMovie