

Laura Amy

WRITER



A passionate, dedicated, and versatile writer, proficient in all aspects of communications. Able to meet tight deadlines with several years of experience writing for a variety of businesses, platforms, and media sources. Adept in developing original content based on a client's needs, committed to writing with integrity and a dedication to the craft. Bringing forth valuable experience serving as a content creator for high-traffic blogs and websites.

Academic History

University of Hull BSc in Geography
2007-2010

TEFL & TESOL
2015

English for Business Purposes (EBP)
2018

Diploma in Digital Literacy Microsoft Office
2018

Key Skills

- Adaptable
- Strong Research Skills & Fact-Checking
- A Solid Understanding of SEO
- Google Feature Snippets
- Google Web stories
- Stock Photos and licenses provided
- Networking Skills
- Time Management and Organization Skills
- Accounting and Business Management Skills
- Advanced Writing Skills
- Excellent Spelling and Grammar
- Research Skills
- Interview Skills
- Content Creation Skills
- Editing Skills
- Proofreading Skills
- Exceptional MS Office Skills
- Affinity Design Software Skills

Work Experience

Copywriter

- Writing clear, consistent, and engaging copy for a range of audiences including, clients, consumers, senior managers, and colleagues.
- Promoting a client's brand image in the best possible way.
- SEO-focused content that is formatted with Google in mind.
- Carrying out in-depth research for articles.
- Working in a range of different writing styles across various platforms: WordPress, Weebly, Wix, Google Suite, and more.
- Involved in writing for campaigns and banners.
- Working with a talented mix of designers and account managers.
- Researching clients, their market, and their competitors for analysis.
- Writing reviews and articles for travel guides across the world. Working within a team to help achieve the goal of putting together content for travel sites.
- Acting as a copy editor by editing all other reviews and articles before final submission.
- Working effectively with people from other countries and cultures for research and authenticity of content to ensure the highest quality.
- Experience in writing for Google Feature Snippets which can really improve Google visibility
- Access to graphic design tools and can provide stock images with licenses if required.

Fiction Writer

Researched, created, and published short novels published by three publishing houses. Disciplined writer, crafting compelling storylines that have captivated fan bases, and drew in a whole new audience. Working with outlined plots and characters or new concepts and ideas.