

# ROB KNOTT

07943041958 | LONDON, UK  
IKEEPALLMYEMAIL@GMAIL.COM

## FIND ME ONLINE

uk.linkedin.com/in/robgonzo  
robknott.journoportfolio.com  
thomsonlocal.com/blog/author/Rob-Knott

## CONTENT GURU

10 years experience writing copy for websites, email campaigns, articles and apps. Specialist in writing persuasive and conversational content.

## GOOGLE WHISPERER

SEO Manager and consultant, able to audit and optimise websites and content to achieve the best possible search engine presence.

## PROJECT JUGGLER

Experienced project manager of website developers, graphic designers and content writing teams via Basecamp.

## SKILLS

- Copywriting
- Lead generation
- Content writing
- Persuasive writing
- Feature articles
- Blogging
- E-book writing
- Script writing
- Content research
- Project management
- Social media management
- SEO audits
- User experience audits
- Keyword research
- WordPress, Drupal, Custom CMS
- HTML/CSS
- Google AdWords
- Google Analytics
- SEM Rush
- Photoshop

## EDUCATION

**FARNBOROUGH COLLEGE OF TECHNOLOGY**  
Advanced GNVQ Information Technology.

## EXPERIENCE

### BBC WORLDWIDE - COPYWRITER (CONTRACT)

October 2017 - December 2017  
London, UK

- Research for the BBC Earth Being Human web project
- Copywriting for the Sophia Robot Facebook chat-bot

### THOMSON LOCAL - SEO MANAGER

January 2017 - Present  
Farnborough, UK

- Responsible for the SEO strategy of thomsonlocal.com
- Internal SEO consultant for the company sales force
- Manager of internal and external copywriters
- Lead copywriter for email campaigns and landing pages
- Manager of company blog and social media accounts

### THE BRITISH FILM INSTITUTE - SCRIPTWRITER

January 2017 - Present  
London, UK

- Co-writer of upcoming feature film 'Bad Times'

### DIFFUSION.DIGITAL - COPYWRITER (CONTRACT)

July 2017 - December 2017  
London, UK

- Researching and writing e-commerce articles
- SEO consultant for Diffusion.Digital clients

### THOMSON LOCAL - SEO COPYWRITER

September 2016 - January 2017  
Farnborough, UK

- Responsible for all content across thomsonlocal.com
- Lead copywriter for email campaigns and landing pages
- Manager of the blog and social media accounts

### LOVOO - FEATURE ARTICLE WRITER

September 2015 - September 2016  
Remote, Germany

- Writing humour articles on dating and pop culture
- Regular columnist for the company newsletter

### AMAZON.CO.UK - AUTHOR

August 2016 - Present  
Remote, Worldwide

- Author of humour book 'Retail Stole My Life'
- Responsible for all marketing and promotion
- Book currently rated 4.6/5 on Amazon.co.uk

### TSSC - SEO MANAGER

January 2015 - March 2016  
Woking, UK

- Responsible for the UK and EU SEO strategy
- Lead copywriter for 5 company websites
- Manager of internal and external copywriters
- Manager of the company blog

### TSSC - DIGITAL COPYWRITER

September 2014 - January 2015  
Woking, UK

- Copywriting for lead generation email campaigns
- Content writing for internal pages and landing pages
- Writer of the company newsletter
- Responsible for the company prospectus