

Ross Carver-Carter Curriculum Vitae

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Based in London, UK

→ [Content Writing Portfolio](#) ←

I am a skilled content marketer with a proven track record developing and executing effective content strategies. In my current role, I single-handedly manage a health [blog](#) that drives 80k+ unique views monthly, brainstorming, writing and publishing SEO-optimised articles on the gut microbiome. In my spare time, I [self-publish my musings](#) on a variety of topics, from philosophy and literature to history and art. To summarise, I have a wealth of experience in content marketing coupled with a passion for content creation. I am now looking to take the next step in my career and join a company with room for growth.

Higher Education

2016-2019- The University Of Reading

B.A Honours – 2:1 degree classification in Politics & International Relations

Employment Experience

Head of Content at [Atlas Biomed](#)

Atlas is a DNA and Microbiome testing company offering personalised health solutions.

October 2021- Present

- Oversee content marketing strategy, leveraging blog, email and social media to drive sales.
- Single-handedly manage the Atlas Health blog, researching, writing and publishing SEO-optimised articles weekly.
- Craft copy for landing pages, sales emails, B2B brochures and in-store stalls (including Selfridges).
- Track blog performance metrics using Google Analytics.
- Brainstorm and create content for multiple social platforms, including Instagram, Facebook and LinkedIn.
- Create lead generation tools, including e-books and email courses.
- Write and design newsletters on Mailchimp, both for B2B and B2C clients.
- Design customer feedback surveys.
- Perform brand/influencer outreach. Previous partners include MOJU drinks, Get A Drip, Y-Skin and Naked Biotics.
- Record minutes at Monthly Review Board meetings and send out an action protocol.

Freelance Copywriter at [The Sourdough School](#)

An education centre offering sourdough baking courses to healthcare professionals and home-bakers alike.

December 2021-July 2022

- Researched, wrote and published posts for the [Sourdough School Instagram Page](#), boasting more than 99k followers. My first post received 720 likes, making it the most popular on the page.

- Created and scheduled Instagram stories on Canva.
- Maintained the Sourdough research library in WordPress, indexing the scientific papers underpinning the curriculum.

Copywriter at [Natural Food Therapy](#)

A private online clinic for a range of eating disorders in those 16+

April-July (3-Month Placement)

- Central to a rebranding campaign and overhauled existing copy alongside the lead clinician.
- Brainstormed, researched and wrote compelling blog posts on eating disorder recovery.
- Wrote and captioned empowering posts for the clinic's Instagram page.
- Translated academic research into digestible content for our target audience.
- Managed the website design on Squarespace, scheduling and completing basic SEO for blog posts also.
- Conducted all the research for the clinic, often to tight deadlines, whether that be competitor research or collecting information for a think piece on a topical news story.

Content Writer Intern at [WellBe Global](#)

WellBe is a Tech-for-good B2B company that offers a corporate well-being platform to employers.

July 2020- February 2021 (6-Month Remote Internship)

- Brainstormed, created and edited articles weekly on health and well-being for the Wellness Hub.
- Wrote tailored articles to order; a client requested a specific piece through the well-being portal, which would be forwarded to me by the content writing leader to be written up in 24-48 hours.
- Translated academic research into layman's terms.
- Liaised with the editorial team throughout the editing process and reworked drafts accordingly.
- Researched and sourced material to factually support content.
- Reviewed briefs from the head writing team to strategise and execute content appropriately.