



# Alice O'Brien

## PERSONAL INFORMATION

📍 Flughafenstrasse 17, 12053, Berlin.

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🌐 [www.linkedin.com/in/alice-connolly-o-brien](https://www.linkedin.com/in/alice-connolly-o-brien)

## PORTFOLIO

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Access selected writing samples [here](#).

## SKILLS

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Proficient in Adobe Suite, Wordpress, + Mailchimp.

Excellent copywriting, proofreading + editing skills.

Confident in best SEO practices.

Knowledgeable in Google Analytics, Search Console + Trends.

## WORK EXPERIENCE

### DIGITAL EDITOR

*LOLA Magazine*

Oct 2020 - Present

- Regularly contributes to LOLA magazine in the form of magazine articles and website copy.
- Plans, coordinates, and conceptualizes all features for the digital magazine.
- Onboards news writers to the magazine.
- Proofs and edits articles before publication.

### LEAD COPYWRITER

*RELOKATE*

Feb 2022 - Present

- Manages and develops brand social media and blog content strategies.
- Responsible for all website and blog content.
- Works closely with company fractions to develop company campaigns and e-marketing templates.

### CONTENT ASSISTANT

*Art Basel*

March - Present

- Edits, proofs, and manages onsite content.
- Produces and edits corresponding article imagery using Adobe Photoshop.
- Publishes content using the magazine's own CMS.

### JUNIOR CONTENT MANAGER

*Spark Networks*

July 2020 - Aug 2021

- Executed monthly keyword research, article planning, and content allocation for a team of writers in the U.S.
- Edited, optimized, and published written brand content viewed by over 3 million users a month.
- Selected, shared, and tracked trending content with the social media team across all platforms.

### COPYWRITER

*IVY & OAK*

Feb 2021 - July 2020

- Responsible for online and offline store copy, luxury brand descriptions, and SEOs.
- Regularly met with marketing and design teams to present campaigns and discuss briefs.
- Managed & created a bi-weekly international digital newsletter sent to an audience of 37,000 people.

## EDUCATION HISTORY

### Bachelor of Law

Hons 2.1

Sep 2015 - May 2018