

Bonnie Evie Gifford

Senior Writer & Channel Editor

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PROFILE

Outcome-driven and innovative creative writer with progressive experience producing robust, business-focused content across diverse sectors. Stellar record of researching and creating original and high-quality content for print, digital, and mobile to secure recognition and #1 ranking. Team player with strong knowledge of digital technologies, best practices, and social media management. Articulate and refined communicator with ability to establish strong internal and external relationships and partnerships.

AREAS OF EXPERTISE

Strategic & Digital Content Creation
Search Engine Optimisation (SEO)
Idea Generation & Development
Social Media Management
Editing & Proofreading
Article & Blog Writing
Relationship Building
Team Collaboration

EDUCATION

Advanced Creative Writing (2020)
University of Oxford, Department for Continuing Education, Oxford

MA Creative Writing – Industry and Practice (Distinction) (2012)
Southampton Solent University

BA Writing Contemporary Fiction, (First Class Honours) (2011)
Southampton Solent University

PROFESSIONAL EXPERIENCE

Senior Writer

2020 – Present

Happiful – Hampshire

Produce, strategically review, and oversee marketing of innovative content across multiple Happiful brands, including Happiful Magazine, Counselling Directory, Hypnotherapy Directory, Life Coach Directory, and Nutritionist Resource. Administer control over development of articles, blogs, features, reviews, and other forms of content for print and digital-first by utilising each site's unique ToV.

Establish and maintain strong internal/external partnerships and relationships with a wide range of personnel, including counsellors, therapists, hypnotherapists, life coaches, nutritionists, authors, writers, and influencers to commission as well as formulate content across various platforms. Facilitate social media management through team collaboration.

- Gained recognition by crafting exceptional articles and blogs accounting for 12 of top 50 converting articles over one fifth of articles during the past three years.
- Edited and created content with specific key search terms to ensure #1 ranking on Google.

Creative Writer and Producer

2017 – 2020

Formed various blogs and news content for a wide range of Happiful brands. Played a key role in pitching, developing, and proofreading ad hoc and evergreen articles. Oversaw launch of Happiful Kids sub-brand.

- Partnered with experts to develop original content and free resources for parents to aid in educating children and teens as well as spreading awareness about mental health and wellbeing.
- Selected and supported in judging The Learning Disability and Autism Leaders' List 2019.

Copywriter

2015 – 2017

GAME – Hampshire

Developed robust print, digital, and mobile content through close collaboration with cross-functional teams. Liaised with the in-house design team to establish tone of voice for seasonal marketing campaigns and wider use. Steered efficient management of various areas, including radio adverts, catalogues, and recruitment content by partnering with marketing team.

PROFESSIONAL EXPERIENCE, CONTINUED

- Upheld concurrent responsibility of developing all launch copy for award-winning GAME Live It recruitment platform.
- Played an integral role in creation of brand guidelines and rate card content.

Web Editor and Journalist

2013 – 2015

iCruise – Hampshire

Supported digital marketing and social media strategies by managing social media feeds. Conducted research and wrote original content for newspapers, hotel chains, independent businesses, trade shows, consumer conventions, magazines, tourism associations, and the cruise industry.

- Created, produced, and managed high-quality content such as monthly newsletters, flyers, and advertising content.
- Provided exceptional support in shaping the tone and style guidelines for iCruise and Widgety.

TECHNICAL PROFICIENCIES

Content Management Systems (CMS): WordPress | Ghost | Medium

Language: Basic Markdown

Marketing Tools: Hootsuite | Google Search Console | Google Analytics

PROFESSIONAL DEVELOPMENT

Facebook Marketing – Udemy (2020) | **Advanced Search Engine Optimisation**, Media Training LTD (2019) | **How to Write Great Web Content: SEO**, Udemy (2019) | **Digital Journalism**, Udemy (2019)

CERTIFICATIONS

Google Analytics (Advanced) (2022) | **White Papers Course** (2022) | **Google Analytics (Basic)** (2021) | **Google Analytics – Basic and Intermediate Certification**

VOLUNTEER EXPERIENCE

Facebook Community Moderation – Community of 35k+ Member (2020)

Mental Health First Aider (MHFA) – Mental Health First Aid England (2018 – 2020)

Judging Panel – The Learning Disability and Autism Leaders' List 2019, Dimensions et al