

# CARA FIELDEN

## writing & marketing

63 Talfourd Way  
Redhill  
Surrey  
RH1 6GD

### ABOUT ME

I am a creative and passionate professional with extensive experience in writing and marketing. I'm a talented writer with the ability to adapt to any tone of voice and brand personality. I'm currently managing social media and marketing for a wellbeing organisation. I am confident in my editing and communications skills, as well as my ability to create original content and well written articles.

### EDUCATION

2015 - 2017 • A Level  
Dance - A  
English Literature - B  
English Language - B

2017-2020 • Higher Education Qualification  
BA Journalism and Communications  
First Class Honours

### EXPERIENCE

#### MARCH 2021 **How Mental**

Marketing Associate

- Source and create appropriate content for socials in How Mental tone of voice.
- Create original content for socials and manage clients' social media platforms.
- Write and edit articles for blog.

#### DEC 2021 **Beingwell Group**

Social and Media Manager

- Create, plan and schedule multimedia content for all social media platforms.
- Write original blog posts in both first-person and in brand's tone of voice.
- Create and schedule weekly newsletters and navigate PR requests.

#### MARCH 2022 **Beingwell Group**

Brand Editor

- Responsible for the delivery of the brand and its development
- Oversee and develop the tone of voice, aurally and in visual form
- Creation of words and stories that align with the brand and tone of voice

### SKILLS

Confident editing and writing skills  
Professional copywriting and content ability  
Ability to build rapport with clients  
Social media marketing skills

Good listening and communication skills  
Able to adapt to and write in multiple brand voices  
High creativity and attention to detail  
Strong negotiation and organisational skills

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References available on request.