




# DONNA REILLY

## CONTACT DETAILS

-  Athlone, County Westmeath
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## SKILLS

- Social media outreach
- Social network understanding
- Content Management
- Social and new media
- Social media understanding
- Social media management experience
- Social media strategy
- Social and group settings
- Public and Media Relations
- Social and life skills educator
- Print and Digital Media
- Social media expertise
- Wordpress, HTML, CSS And Javascript
- Content Writing
- SEO
- Research Specialist
- Corporate Communications
- Content Strategy
- Associated Press (AP) Style
- Social Media Content

## PERSONAL STATEMENT

Professional SEO copywriter and Web Developer Capable of working in office environment or remotely with multidisciplinary teams to produce high-quality copy and responsive websites that exceeds clients' expectations. Deadline-driven and motivated self-starter. Innovative professional creates compelling stories across multiple genres. Proven ability to develop characters, build engaging plots, and craft captivating stories. Demonstrated success in working with both traditional and independent publishing houses to bring stories to life. Excellent research, writing, and editing skills, as well as the ability to work independently and meet tight deadlines.

## WORK HISTORY

### **Copywriter And Web Developer, 03/2020 - 02/2023** **Luxury Presence**

- Wrote with speed, accuracy, and creative flair to meet deadlines.
- Conceived and developed creative materials for products.
- Worked with analysts to monitor copy testing and performance to optimize results.
- Liaised with web and digital marketing teams to adapt content for online purposes.
- Pitched work clearly to engage stakeholders.
- Collaborated with creative team leaders to facilitate evolution of brand voice and messaging across media formats.
- Understood intricacies of brand and creative disciplines to produce stellar copy.
- Enabled internal teams to create on-brand collateral through education, workshops and building relationships.
- Managed client communication approval processes to meet business, compliance and legal objectives.
- Wrote persuasive copy to motivate readers to take action.
- Edited and formatted content to prepare and submit for publication.
- Collaborated with other writers on specific projects.
- Created marketing, website and SEO-driven content to support client needs.
- Reviewed and implemented editorial feedback to improve written content.
- Collaborated with editors to identify project style and tone.
- Spearheaded collaborations with other writers and authors for promotional events and book readings.
- Followed established procedures to obtain copyright requirements for completed work.
- Developed advertising campaigns for wide range of clients, working with advertising agency's creative director and art director to

- determine best way to present advertising information.
- Pitched ideas for news and lifestyle articles.
- Communicated with clients to assess needs and provide anticipated project timelines.
- Documented ideas and concepts for presentation at pitch meetings.
- Crafted unique and engaging manuscripts and submitted with query letters to potential publishers.
- Wrote technical manuals and SOPs for corporate use.

### **Social Media Marketer And Content Writer, 03/2018 - 07/2020** **Ndash**

- Collaborated with creative director and copywriting team in completing all phases of client projects from planning to on-time completion of quality deliverables
- Created high-impact messaging for all marketing media, contributing to increases in revenue and market share of over 80%
- Produced original, creative content for promotional advertisements and marketing materials
- Presented clients with unique copy options based on overall marketing objectives
- Participated in creative planning and review sessions, working with the team to elevate quality of content and designs
- Reviewed and edited final copy for accuracy and oversaw all phases of production
- Customized brand message to reach and capture target audience interest and drive engagement
- Monitored performance of copywriting campaigns and analyzed data to identify areas of improvement
- Formatted copy to align with project-specific guidelines
- Provided editorial guidance to facilitate delivery of top-quality content
- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality
- Supported client projects from planning to on-time completion of quality deliverables
- Improved search result rankings with targeted SEO strategy
- Conducted research to identify audience demographics, incorporating collected data into future copy
- Developed short and long-term media outreach strategies in collaboration with cross-functional teams
- Built their Instagram to 120 thousand using social media marketing tools
- Utilized exceptional writing, editing and proofreading skills to produce engaging, error-free content
- Evaluated client requirements and content standards, producing copy to project briefs
- Expertly navigated WordPress to write and submit website copy
- Employed task prioritization and time management skills to work on multiple projects simultaneously, submitting deliverables within agreed timeframes
- Typed at speeds of 35 WPM to meet workload and deadline demands
- Produced high quality, impactful content to strict deadlines, consistently meeting brand standards
- Checked junior writers' work for spelling and grammar accuracy
- Interpreted brand guidelines to create copy to exact briefs
- Consulted Subject Matter Experts to guarantee accuracy of technical copy

- Conducted research on assigned topics, generating comprehensive, factual content.

### **Copyeditor, 02/2017 - 06/2018**

#### **Keyword Performance LLC**

- Developed story and content ideas, considered reader, and audience appeal.
- Submitted by composing room prior to publication production.
- Supervised and coordinated work of reporters and other editors.
- Planned contents of publications according to publication's style, editorial policy, and publishing requirements.
- Made manuscript acceptance and revision recommendations to publisher.
- Directed policies and departments of newspapers, magazines and other publishing establishments.
- Monitored news-gathering operations to utilize news sources, such as press releases, telephone contacts, radio, television, wire services and other reporters.
- Wrote text, such as stories, articles, editorials, and newsletters.
- Verified facts, dates, and statistics, used standard reference sources.
- Prepared, rewrote, and edited copy to improve readability and supervised others who did this work.
- Selected local, state, national and international news items received from wire services, based on assessment of items' significance and interest value.
- Oversaw artwork, layout, computer typesetting, and printing, adhering to deadlines and budget requirements.
- Interviewed and hired writers and reporters or negotiated contracts, royalties and payments for authors or freelancers.
- Evaluated and edited manuscripts and other materials submitted for publication and confer with authors regarding changes in content, style, and organization, and publication.
- Conferred with management and editorial staff members regarding placement and emphasis of developing news stories.
- Arranged for copyright permissions.
- Detected and correct errors in spelling, punctuation, and syntax.
- Assigned topics, events, and stories to individual writers and reporters for coverage.
- Allocated print space for story text, photos and illustrations accorded to space parameters and copy significance, using knowledge of layout principles.

### **Senior Copywriter, 07/2010 - 01/2013**

#### **Scripted**

- Wrote with speed, accuracy, and creative flair to meet deadlines.
- Enabled internal teams to create on-brand collateral through education, workshops and building relationships.
- Understood intricacies of brand and creative disciplines to produce stellar copy.
- Collaborated with creative team leaders to facilitate evolution of brand voice and messaging across media formats.
- Managed client communication approval processes to meet business, compliance and legal objectives.
- Conceived and developed creative materials for products.
- Worked with analysts to monitor copy testing and performance to optimize results.

- Liaised with web and digital marketing teams to adapt content for online purposes.
- Pitched work clearly to engage stakeholders.
- Wrote persuasive copy to motivate readers to take action.
- Adhered to diverse tone and style specifications in alignment with project requirements.
- Wrote technical manuals and SOPs for corporate use.
- Researched current events and news items to fact-check and verify sources.
- Pitched ideas for news and lifestyle articles.
- Created marketing, website and SEO-driven content to support client needs.
- Revised wrote material to meet personal standards and to satisfy needs of clients, publishers, directors, and producers.
- Developed fiction and nonfiction prose for publication.
- Discussed with client product, advertising themes, and methods and any changes that was made in advertising copy.
- Documented completed freelance work and generated client invoices.
- Followed established procedures to obtain copyright requirements for completed work.
- Collaborated with editors to identify project style and tone.
- Spearheaded collaborations with other writers and authors for promotional events and book readings.
- Reviewed and implemented editorial feedback to improve written content.
- Edited and formatted content to prepare and submit for publication.
- Communicated with clients to assess needs and provide anticipated project timelines.
- Developed advertising campaigns for wide range of clients, working with advertising agency's creative director and art director to determine best way to present advertising information.

**Content Manager And Wordpress Operator, 01/2001 - 05/2012**  
**Copy Jazz - Athlone**

- Analyzed and prioritized tasks to remain responsive to user and content owner needs.
- Collaborated with internal teams to produce comprehensive project plans aligned with company vision.
- Incorporated SEO best practices by integrating keywords, in-line links and formatting.
- Supported continuous improvement of product content research, analytics and reporting by partnering with internal teams and agencies.
- Optimized copy with emphasis on building expertise, authority and trust.
- Communicated with internal stakeholders to gather requirements and translate into content needs.
- Developed Web site performance metrics.
- Recommended Web site improvements and developed budgets to support recommendations.
- Compiled and analyze Web site usage data.
- Evaluated testing routines and procedures for adequacy, sufficiency, and effectiveness.
- Reviewed or updated web page content or links using appropriate tools.
- Evaluated and recommended server hardware and software.

- Performed user testing and usage analyses to determine Web sites' effectiveness and usability.
- Identified and documented backup and recovery plans.
- Backed up and modified applications and related data for disaster recovery.
- Developed and implemented marketing plans for home pages, including print advertising, and advertisement rotation.
- Tested new software packages for use in Web operations and other applications.
- Informed Web site users of problems, problem resolutions, and application changes and updates.
- Developed and documented style guidelines for Web site content.
- Identified, standardized, and communicated levels of access and security.
- Corrected testing-identified problems and recommend resolution actions.
- Determined sources of web page or server problems, and took action to correct problems.
- Documented application and web site changes or change procedures.

**Social Media Manager and Web Designer, 11/2023 - current  
Athlone Radio - Athlone, Westmeath**

- Built and ran social media campaigns, aligning with corporate brand strategy.
- Managed daily posts across social media platforms to increase Facebook, Twitter, and Instagram engagement.
- Generated content ideas to engage target audiences and increase followers.
- Established and maintained relationships with influencers to boost brand awareness.
- Optimized social media accounts for SEO and usability.
- Connected with current and prospective customers, actively replying to brand mentions and direct messages.
- Created comprehensive reports to track results of campaigns and ROI.
- Wrote and edited engaging articles and blog posts.
- Maintained social media calendar, supporting brand identity while tapping into seasonal moments and appropriate trends.
- Researched social media trends and monitored competitor activity, evolving highly relevant social content.
- Planned and executed social media vision, driving brand discovery and customer engagement.
- Developed social media strategy by measuring and reporting on key metrics.
- Published content that aligned with brand to build connections and encourage positive action.
- Collaborated with department members to build brand consistency in social media messages.
- Set regular social media benchmarks and goals using platform analytics to monitor progress of campaigns.
- Edited promotional publications, such as brochures.
- Wrote interesting and effective press releases, prepared information for media kits and developed and maintained company internet and intranet web pages.
- Evaluated advertising and promotion programs for compatibility with public relations efforts.

- Directed activities of external agencies, establishments, or departments in development and implementation of communication strategies and information programs.
- Maintained company archives.
- Formulated policies and procedures related to public information programs, working with public relations executives.
- Responded to requests for information about employers' activities and status.
- Identified main client groups and audiences, determined best way to communicate publicity information, and developed and implemented communication plan.
- Drafted speeches for company executives and arranged interviews with media.
- Observed and reported on social, economic and political trends that affected employers.
- Facilitated consumer relations and relationship between parts of company, such as managers and employees and different branch offices.
- Managed special events, sponsorship of races, parties introducing new products, and other activities to gain public attention through media.
- Produced films and other video products, regulate distribution and operate film library.
- Developed and maintained company's corporate image and identity.

## **EDUCATION**

**Bachelor of Arts:** Creative Writing  
**The Open University**

**Higher National Diploma:**  
 Web Development  
**The Open University**

**SMMA 1, 2 And 3:** Social Media Marketing, 01/2004  
**Tai Lopez's Academy, Online**

**QQI 8 Digital Marketing:** Marketing, 01/2009  
**QQI**

## **HOBBIES AND INTERESTS**

ART READING AND WALKING.

I love to sketch in my spare time, and read various marketing books like: Mindset secrets: Best 15 Steps of 67 Steps by Tai Lopez. I also love to go on long walks with friends in my spare time. Coding is also another hobby, I love to code.