

ELIZABETH COTTON

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SUMMARY

Articulate writer with acute attention to detail and strong communication skills gained from working in a fast-paced environment while maintaining creative integrity. Capable of handling multiple deadlines and producing content that attracts readers.

EXPERIENCE

07/2023 to 08/2024 **Content Editor**

BuzzFeed

- Evaluated and fact-checked all copy to verify the accuracy and quality of work.
- Generated over 19.8 million page views, with 9.5 million in the UK.
- Selected images to accompany written copy, using stock photos and graphics in alignment with style guidelines.
- Worked remotely with a diverse team of writers, providing daily support via Google Meet, Slack, and email.
- Completed writing assignments according to set standards regarding order, clarity, conciseness, style and terminology.
- Developed expertise in engaging a wide audience through diverse topics such as pop culture, entertainment, TV and movies, social news round-ups, campfire content, and books.
- Incorporated feedback from editor and assisted with peer-editing to align published work with style guide and brand personality.
- Achieved a high level of output by consistently producing an average of five articles per week.
- Participated in weekly content meetings to pitch new ideas alongside the written, video, and social teams.

11/2021 to 04/2023 **Affiliate Writer**

BuzzFeed

- Wrote engaging, timely, accurate, and clean copy consistently.
- Able to showcase a strong knowledge of fashion, beauty, homeware, and other retail trends, especially on TikTok.
- Lots of experience with confidently using CMS.
- Strong expertise in writing first-person reviews, gift guides, and other product listicles at different price points - this also includes a weekly and fortnightly series I was responsible for.
- Great knowledge of affiliate marketing, with experience in dealing with PR contacts that would be the best fit for the publication and our readers.
- Participated in monthly mind-mapping sessions where we looked at trends and statistics of what performs well and what doesn't, thus

becoming proactive at pitching new ideas on an everyday basis.

- Maintained consistent writing style while meeting high production targets.
- Generated SEO headlines and analysed performance data.

SKILLS

- Expertise working in CMS
- Generating SEO headlines
- Digital Content Creation
- Peer Editing
- Getty Images
- Microsoft Office
- Adobe Creative Suite
- Writing on a variety of topics
- Research and fact-checking
- Content meetings

WEBSITES, PORTFOLIOS AND PROFILES

<https://elizabethcotton.journoportfolio.com/>

REFERENCES

References available on request.

EDUCATION

09/2021

International Journalism MA
University of Salford

Graduated with Distinction + NCTJ accredited - Grade A

07/2020

English Literature BA
Lancaster University

Graduated with 2:1