

Aoibheann Schwartz

aoibheannschwartz@gmail.com

Education

Trinity College Dublin

09/12 - 05/16

- BA English and French
- First Class Honours (GPA: 3.8)

Columbia University, New York

01/15 - 06/15

- GPA: 3.5

School of Visual Arts (SVA)

Summer Intensive Course 2018

- Screenwriting & Filmmaking

Springboard

- User Experience Design Course

Skills & Knowledge Areas

- Writing & Content Creation
- Copywriting
- UX & Technical Writing
- Blogging
- SEO best practices
- Editorial Design & Concepting
- Proofreading & Editing
- Bilingual: English and French
- Photography & Videography
- Adobe software: Indesign, Photoshop
- Sketch, Invision
- UX/UI Design Principles
- Basic HTML
- Project Management Methodologies (Agile, Waterfall)
- Scriptwriting
- Google Analytics
- CRM management
- Google docs, slides, spreadsheets
- Localization Best Practices
- Accessibility & Compliance
- Social Media Management

Portfolio

- **Portfolio:**
aoibheannschwartz.com
- **Photography:**
<https://aoibheannschwartzphotography.wordpress.com/>

I am a writer and strategist specialising in content strategy, copywriting, brand messaging, social media management, marketing, and translation. I have 5 years of international experience working in the creative industries, and am bilingual in English and French.

I turn creative brainstorming and ideation into strategies and brand voices. I use my skills and passion for storytelling to help companies and individuals develop and maintain their brand character, and connect with their audience. Creative consulting and ideation is at the center of how I work.

Experience

09/2018 - present **Freelance Copywriter and Brand Strategist**

I work across a range of industries, creating content and experiences for clients to express and communicate their "brand of voice."

- Content Strategy & Creation
- Copywriting
- Article Writing, Blogging, Journalism
- Brand Messaging and Development
- Social Media Management and Consulting
- Marketing Collateral
- Editing & Proofreading
- SEO Optimization & Strategy

09/2017 - 09/2018 **Marketing and Communications Coordinator**

Blenderbox, Interactive Digital Design Agency (New York, USA)

- Proposal & Case Study Writing
- Copywriting & UX Writing
- Marketing Strategy & New Business Development
- Blog Writing
- Photography and Videography
- User Research & User Testing
- Content Strategy & Medium Articles
- Client Communication
- Powerpoint Presentation Design & Copy
- Press Releases & Social Media Management

06/2017 - 09/2017 **Editorial and Print Assistant**

Dumbo Feather, Magazine Publication (Melbourne, Australia)

- Copywriting
- Transcribing from audio to text
- Creative planning & brainstorming
- Editing & proofreading
- Researching content and interviews
- Management of social media channels
- Marketing campaigns

11/2016 - 03/2017 **Marketing and Media Intern**

The Plus Ones Media Group (Sydney, Australia)

- Creating and editing website content
- Article Writing
- Curating weekly newsletters & email marketing
- Social media management
- Photography & videography

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11/2016 -
02/2017

Photography Gallery Assistant

Contact Sheet (Sydney, Australia)

- Curating photography and interactive exhibitions
- Administrative work
- Assisting exhibition launches & liaising with contributing artists

10/2015 -
05/2016

Design Editor

Rant and Rave Magazine (Dublin, Ireland)

- Editor of design & photography submissions, for online and print publications
- Designed new website for online publications
- Designed and produced magazine print issue

08/2014 -
01/2015

Photo Editor & Photographer

Tn2 Magazine (Dublin, Ireland)

- Contributing photographer for print and online issues
- Editor of photography submissions and print issue design
- Venue, event and exhibition photographer