

# 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

## Portfolio

- **Portfolio:**  
[aoibheannschwartz.com](http://aoibheannschwartz.com)
- **Photography:**  
<https://aoibheannschwartzphotography.wordpress.com/>

## Skills & Knowledge Areas

- Writing & Content Creation
- Copywriting
- UX & Technical Writing
- Blogging
- SEO best practices
- UTM Link Building
- Editorial Design & Concepting
- Proofreading & Editing
- Bilingual: English and French
- Photography & Videography
- Adobe software: Indesign, Photoshop
- Sketch, Invision
- UX/UI Design Principles
- Paid Social Media Campaigns
- Project Management (Agile, Waterfall)
- Scriptwriting
- Google Analytics
- CRM management
- Google docs, slides, spreadsheets
- Social Media Management

## Experience

09/2018 -  
present

### Copywriter: Marketing and Communications

*Freelance*

- Copywriting (covering a wide range of content/briefs)
- Content Strategy & Content Marketing
- UX user flows & microcopy
- Email & Direct Marketing Campaigns
- Brand Messaging and Development
- Social Media Management, Paid & Organic Strategy
- Editing & Proofreading
- SEO, Google Analytics, UTM Link Building

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
- User Research & User Testing
- Content Strategy & Medium Articles
- Client & Stakeholder Communication
- Powerpoint Presentation Design & Copy
- Press Releases & Social Media Management
- Photography and Videography

06/2017 -  
09/2017

### Editorial and Marketing 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 Intern, Contributing Writer

*The Plus Ones Media Group (Sydney, Australia)*

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

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