

Aoibheann Schwartz

aoibheannschwartz@gmail.com

Education

Trinity College Dublin
BA English and French
09/12 - 05/16
First Class Honours

Columbia University, New York
Semester Abroad
01/15 - 06/15
GPA: 3.5

Portfolio

Portfolio:

aoibheannschwartz.com

University Extra Curricular

- **Feature Writer**
Trinity News
- **Poetry Contributor**
Icarus Magazine
- **Photo Editor**
Tn2 Magazine
- **Producer**
Rant & Rave Magazine

I have a first class honors degree in English and French from Trinity College Dublin and Columbia University, New York.

Extensive experience in copywriting, content management, communications, business development, and product design.

09/2018 - **Copywriter & Content Strategist (B2B & B2C)**

present *Freelance (London, United Kingdom)*

- Copywriting (covering a wide range of content/briefs)
- Content Strategy & Content Marketing
- CMS Management (Wordpress, Squarespace)
- Long Form Reports
- UX: user flows, microcopy, wireframing, prototyping
- Email & Direct Marketing Campaigns
- Blogging
- Paid & Organic Strategy
- Editing & Proofreading
- SEO, Google Analytics, UTM Link Building

09/2017 -

Communications & Business Development Coordinator

09/2018

Blenderbox, Digital Design Agency (New York, USA)

- Proposal & Case Study Writing
- CRM Management (Pipedrive)
- Powerpoint Presentations
- Content Strategy & Medium Articles
- Onsite Client Pitches
- New Business Development
- User Research & User Testing
- Client & Stakeholder Communication
- Press Releases & Social Media Management

06/2017 -

Editorial Assistant (06/2017 - 09/2017)

09/2017

Dumbo Feather, Magazine Publication (Melbourne, Australia)

- Copywriting
- Editing & proofreading
- Researching content and interviews

09/2016 -

Writer & Digital Marketing Intern

03/2017

The Plus Ones, Media Group (Sydney, Australia)

- Writing and editing website content/articles
- Curating weekly newsletters & email marketing
- Social media management