

# 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
- 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 Methodologies (Agile, Waterfall)
- Scriptwriting
- Google Analytics
- CRM management
- Google docs, slides, spreadsheets
- Social Media Management

## Portfolio

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

I am a London based Copywriter with a mixed bag of specialised tools.

My background is in digital & product design, editorial, content & digital marketing, brand messaging, strategy, film, scriptwriting, and UX. While my experience is wide, I pride myself on approaching each new project and role with a vision specific to the brief.

I have a first class honors degree in English and French from Trinity College Dublin and Columbia University, and 5 years of experience working in the creative industries. I have worked with clients in Europe, New York, California, Sydney, Melbourne, and Asia, both remotely and onsite.

## Experience

### 09/2018 - present **Freelance Copywriter and Content Strategist**

- Copywriting
- Content Strategy
- UX user flows & microcopy
- Email Marketing Campaigns
- Brand Messaging and Development
- Social Media Management, Paid & Organic Strategy
- Marketing Collateral
- Editing & Proofreading
- SEO, Google Analytics, UTM Link Building

### 09/2017 - 09/2018 **Copywriter 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 **Writer 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

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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

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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