

RACHEL YOUNG

▶ CONTENT WRITER

about me

I am a dedicated and creative Content Writer with a passion for crafting engaging and informative content. My love for storytelling, paired with a keen eye for detail, allows me to deliver copy that not only informs but also captivates the audience. I excel in Adobe Creative Suite and video editing, harnessing these skills to create compelling visual content.



▶ CONTACT

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▶ EDUCATION

2017 **Film Oxford Premiere Pro
Video-editing course**

2013- **Southampton Solent
2016 University:**

- BA (Hons) Degree Magazine Journalism and Feature Writing (2:1)

2005- **The Piggott School,
2012 Wargrave:**

- Three A Levels in English, History and Art. Grade C.
- 8 GCSE passes including English Literature and Language Grade B

▶ SKILLS

Creative Writing

Microsoft Office

Adobe Suite

Researching

Editing and proof-reading

Video Editing

▶ EXPERIENCE

Junior Copywriter (Contract)

WOOOF.co.uk

June 2023 - Current

I am currently working at start-up company, WOOOF.co.uk. They are an e-commerce website selling high-end dog products to customers. In this role, I have achieved:

- Researching and writing informative articles surrounding a range of topics involving dogs. For example, dental care, healthcare, enrichment and training. These articles helped to boost the online traffic to the website.
- Successfully using Semrush tools to edit content and ensure they hit SEO targets.
- Designing and laying out content on Shopify's Bloggle
- Suggesting changes and writing copy to improve the website

Content Writer/Marketing Assistant

Swiftpak and Haiken

October 2020 - June 2023

I worked for B2B packaging company Swiftpak, and office furniture company Haiken simultaneously. During this time I achieved the following:

- Writing blog articles to a high standard surrounding packaging topics for the website and writing up case studies
- Writing content and adding imagery to product pages via laravel platform, Alfred CMS
- Generating ideas and writing content for social media channels using 'Buffer' toolkit
- Creating campaigns on MailChimp to send to customers
- Creating and updating information for employee email signatures on Xink
- Contributing to SEO growth with top performing blogs such as Plastic vs Paper Packaging: The Pros and Cons
- Contributing to the launch of new website and brand makeover for Haiken, ensuring a smooth transition
- Successfully launching new furniture products

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▶ EXPERIENCE ...

Marketing Assistant

ZercoPrint

May 2018 - August 2018

ZercoPrint was a small start-up company specialising in printers and supplying them to businesses such as schools and hospitals. The role involved:

- Redesigning datasheets on Adobe Illustrator and InDesign
 - Editing images on Photoshop to a high standard
 - Successfully creating multiple videos on After Effects
 - Writing blogs for the ZercoPrint website
 - Designing advertisement emails on MailChimp
 - Updating social media channels with new content
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Editorial Assistant (Two University Placements)

The Henley Standard Newspaper

January 2016 - March 2016

- Successfully writing articles on the current news happening in the area, all of which were published weekly
 - Reviewing films for the weekly 'Entertainment' section
 - Conducting interviews and 'Vox Pops' to gain information
 - Achieved a Grade 'A' from the company, which went towards my final grade for my University course.
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Film Reviewer

Pulse Magazine (Business-to-Business)

March 2015- May 2016

- Researching the latest information about upcoming films and reviewing them before the release date, providing businesses (such as cinemas) with all the important details
 - Role included creative writing, editing, and proofreading
 - Learnt how to write informative and concise reviews covering upcoming releases
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▶ EXPERIENCE ...

Editorial Intern (Work Experience)

The Henley Standard Newspaper

July 2013

- Developed skills through writing daily articles
 - Developed interviewing skills via 'Voxpop'
 - Learnt how to use Adobe programmes for writing and layout.
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Nursery Assistant

The Yellow Brick House Nursery

June 2010

- Learnt how to nurture children whilst helping out around the nursery
- Learnt the safety procedures around the nursery
- Developed more of an understanding of how children learn and the procedures that need to be in place to run a nursery

▶ INTERESTS ...



Travelling



Reading



Writing



Photography



Film