

james\_gibson33@aol.co.uk

James Gibson - CV

Personal Profile:

I'm a freelance writer specialising in iGaming. My focus is on online casinos and casino games, though I've also written about online sportsbooks and sports betting. iGaming has been my focus for over six years. In this time, I've produced a wide range of content for clients including:

- [Slot reviews](#)
- Reviews of [online casinos](#) and [sportsbooks](#)
- General [blog posts](#) and [articles](#)

Most of my iGaming work has come from Upwork, a freelancing platform. Over the years I've produced content for dozens of clients, some of whom I've been working with for several years. I always make sure my work is accurate, factual and relevant. A lot of projects have involved SEO, so I'm familiar with the practice of entering keywords into a text naturally, ensuring they read well and make sense. I have a very good amount of knowledge about the iGaming industry and can confidently produce high-quality content that meets the client's requirements. As well as writing, I have a limited amount of experience in data entry and proofreading.

I graduated from the University of St Andrews in 2012 with an MA (Hons) 2:1 in Classics. Since then, I've been working from home as a freelance writer. Working from home has shown that I am capable of organising and motivating myself to get work done on time without getting distracted. Studying ancient languages has given me a very methodical and detail-oriented approach to work. I have the ability to focus on the task at hand and am capable of organising myself in order to manage multiple projects at the same time.

Work Experience:

**April 2023 - present**

Writer for Smart Pokies

Writing casino reviews and general articles about casinos and casino games.

**March 2023 - July 2023**

Writer for Magpie Digital Media

Writing sportsbook and casino reviews.

**February 2023 - present**

Writer for Luxury Lodge Stays

Writing descriptions of lodges throughout the UK and newsletters about lodges.

**July 2022 - August 2023**

Writer for Purplebox Marketing

Writing articles about a range of topics with articles including a link to a gambling-related site.

### **February 2019 - present**

Writer for BlueStream

Writing slot reviews and casino reviews; some editing work as well.

### **July 2017 - June 2023**

Writer for Impetus Progres

Writing weekly blog posts for three online casinos: AUSlots, Space Lilly and Lucky Star. Also written content for BetBTC, a Bitcoin casino.

### **November 2019 - December 2021**

Writer for SC Green Tree Marketing SRL

Writing slot reviews, covering the newest releases and classic titles.

### **December 2018 - May 2019**

Writer for Cobra Connect

Writing online gambling pieces, slot reviews and sports betting pages.

### **May 2018 - December 2021**

Writer for SEO International

Writing online casino reviews and general gambling-related articles.

### **March 2018 - September 2018**

Writer for Traffic Lab ApS

Writing in-depth reviews of popular online casinos.

### **January 2018 - September 2018**

Writer for IntoAds

Writing game guides, online casino reviews and general gambling- and gaming-related articles.

### **July 2017 - July 2019**

Writer for Seven Star Digital

Writing detailed, subjective reviews of over 200 different online casinos, as well as pieces on blackjack and reviews of more than 100 slots.

### **May 2017 - October 2019**

Writer for Tourdust

Writing detailed descriptions of hotels and lodges in various countries, including South Africa, Costa Rica and Sri Lanka.

### **May 2017 - January 2018**

News writer for Casinopedia

Writing daily news pieces covering all sorts of casino/gambling-related news from around the world.

### **May 2017**

Writer for Pull Media

Writing detailed and specified reviews of bingo apps and websites.

### **May 2017**

Writer and editor for Betterbetting.co.uk

Writing articles about online casinos and gambling. Editing my own articles and other writers' articles on Wordpress for SEO optimisation and readability.

**April 2017 - June 2018**

Writer for Pocket Money Writers

Writing reviews and guides of holiday homes and cottages throughout the UK.

**November 2016 - March 2017**

Review writer for Town Force

Writing reviews about plumbing, locksmith and glazing companies. Researching common problems each of these companies specialises in and writing short reviews to encourage people to use these companies for problems they might encounter.

**November 2016 - March 2016**

Review writer for Lodging World

Researching hotels, guest houses and B&Bs to find out what their main features/facilities are and writing short reviews to encourage people to book short stays at these places.

**January 2016 - March 2017**

Content writer for Voolas.com

Voolas is a viral entertainment website and my job was to write 15 articles a week, each a couple of hundred words in length, with titles including 19 Places You Can't Use Your Selfie Sticks, What Do We Know About Toy Story 4? and 9 Major Plot Holes In Popular Films.

**November 2015 - November 2016**

Social media writer for Retortal

Writing social media content for different businesses to attract more customers and spread the businesses' core messages through social media channels, including Facebook and Twitter.

**October 2015 - January 2016**

Audio transcriber for Ubiquis Ireland

Transcribing presentations and legal interviews.

**August 2015 - June 2016**

Proofreading for text-solutions

Proofreading academic dissertations, correcting spelling, grammar and sentence structure to make it read better and ensure the English is correct. Proofread documents in both British English and American English.

**April 2015 - present (as and when needed)**

Content uploader for Eurodental

Uploading content for products and services, sometimes dealing with content in several different languages.

**November 2014 - March 2015**

Content uploader for Cannondale

Filling in a spreadsheet with the details of various stores around the world that sell Cannondale products.

### **November 2014 - October 2016**

Writer for Play Marketing

Writing reviews of online casinos and bingo sites, as well as pieces on aspects of the online gambling industry. This job also involved writing news pieces on the latest goings-on in the industry.

### **October 2014 - February 2015**

Content editor for Siblify

Acquiring Google Maps shots of offices and uploaded airport directions for several thousand office pages.

### **May 2014 - October 2014**

Writer for traveljunction.com

Writing detailed descriptions of hotels to a very specified format.

### **January 2014 - December 2015**

Writer and researcher for Joanne's Berkshire Scenes

Producing social media content, blog posts and articles for a landscape artist's website. The social media content was for Joanne's Facebook and Twitter. The blog posts and articles mostly covered topics to do with landscape painting and painting in general.

### **November 2013 - June 2016**

Article writer for Healthy Compare

Writing detailed and well-researched reviews of diet pills, using authoritative websites such as NCBI, PubMed and WebMD to back up the research. For this job I also wrote numerous articles on topics related to health and weight loss, again linking back to authoritative websites to back the research up.

### **October 2012 - 2013 (full time, then part-time)**

Content Writer for Cruise.me

Writing content for a cruising website. I've written an extensive amount of content for the website over the past four years, covering lots of different aspects of cruising. My written work for the website has included:

- Descriptions and key facts of over 1,500 cruise destinations
- Information about the policies of over a dozen major cruise lines
- information about the facilities and amenities, as well as descriptive overviews, of over 120 major cruise ships
- Several dozen blog posts about a range of cruising topics

As well as writing for the website, I've also sourced and uploaded thousands of photos of cruise destinations, cruise ships and cruise ship facilities and amenities.

### **2006 - 2007**

Oxfam, Whitley Bay

Store Assistant

My role was voluntary; I sorted, priced and prepared donations to be sold in the store.

### **Education**

2008-2012, University of St Andrews

MA (Hons) 2:1 in Classics

2001-2008, Royal Grammar School, Newcastle

**A Levels:**

Classical Greek	A
French	A
Latin	A

**GCSEs:**

Classical Greek	A*
English Literature	A*
French	A*
Latin	A*
Maths	A*
Classical Civilisation	A
English Language	A
Biology	B
Chemistry	B
Physics	B

**Hobbies:**

Languages: I have good conversational French and in addition to acquiring an A Level in it, I also studied it for a further year at university.

Writing: I have self-published ten e-books ranging from short stories and poetry collections to a full-length novel, all under a pseudonym.