

# Gillian Bradford

## Senior Copywriter

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### PERSONAL PROFILE

#### Personal Statement

**Passionate, Collaborative. Intelligent**

A dedicated and professional communications professional with a flair for creating compelling and creative content across a broad range of industries. Excels in corporate storytelling, marketing content, media relations, social media and campaign management. Able to offer expertise in effective communications which resonates with the intended audience, while transforming complex information into concise language appropriate for the target market.

#### Key Skills

- Team Leadership
- Project Management
- Social Media Campaigns
- Social Media Marketing
- Blogging
- Advertising
- SEO Content Creation
- Google Adwords
- Storytelling
- Content Management
- Marketing strategies
- Marketing KPIs
- Brand Management
- Google Analytics
- A/B Testing
- Copywriting
- Event Planning
- Editing
- Media Relations
- B2B & B2C Communication

#### Education

- **Master of Arts (MA)** - English Language & Literature/Letters | University College Dublin
- **Bachelor of Arts (BA)** - English Literature | University of California, Berkeley

### PROFESSIONAL PROFILE

#### Current Professional Role

**PR & CONTENT SPECIALIST | Mightier than the Sword Public Relations, Den Haag | 2013 - present**

- Acquired more than 1000 followers on both Facebook and Instagram within the first 6 months of launching a start-up web course.
- Supported and collaborated with teams across the business to set an effective communications strategy.
- Analysed social media performance, using a variety of online platforms, mainly Google Analytics, to improve branding for clients and communication with consumers.
- Significantly enhanced business by redesigning and developing new promotional material.
- Maintained and improved B2C relationships through social media pages, push notifications, and special offers for repeat clients or referrals.
- Researched and successfully presented ideas for city wide sustainability projects to a local government, resulting in a grant.

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# Content Manager

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## **PR & CONTENT SPECIALIST continued...**

- Researched and analysed market trends; established and nurtured relationships with key target markets.
- Overhauled B2B marketing for an international wholesale company; expanded contacts into the Middle East and Oceania regions.
- Created specialised copy and articles for publication in Vogue UK and XXL Amsterdam, as well as for various websites and new agencies across Europe and America.
- Increased subscription rate by 100% within 4 months of rebranding a start-up
- Brainstormed with app developers on creating texts for app interface and push notifications.

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## Work History

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### **EDITORIAL ASSISTANT | Dagan Books, Ithaca, New York | 2012 - 2013**

- Created promotional social and offline media campaigns, including writing press releases, and designing press kits.
- Involved in every stage of the editing process; demonstrated sharp editorial skills, creative writing capabilities, thorough and efficient proofreading abilities and a strong attention to detail.
- Provided quality research, writing, and editorial services to support the company's online presence, including editing blog content using various CMS, especially WordPress.
- Solicited manuscripts for two different anthologies, as well as a series of novellas.
- Proofread and edited final short story selections.

### **PROMOTION/PUBLIC RELATIONS SPECIALIST | WattsEnglish, Czech Republic | 2010 - 2011**

- Created and implemented communication strategies targeted at the parents of elementary students; attended community events and offered personalised WattsEnglish demo lessons, allowing parents to observe and raising brand awareness.
- Retained 110% of clients after the first semester and added three extra schools in the second year.
- Played a key role in the development of a new regional branch for an English language program for young learners; interviewed by local press and acted as the face of the company in Southern Bohemia.
- Transcribed demonstration lesson scripts for video productions as a means of informing parents and teachers about the WattsEnglish methodology.
- Mentored primary school teachers and introduced the WattsEnglish system