

**Andrew Paul Heaton (PG Cert, MA, BA)**

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**PERSONAL STATEMENT**

I am skilled in creative and professional writing, with years of expertise in online content, including news, features, and on-page copy. I also have experience in SEO tactics and editing content for optimisation, and have strong proficiencies in Microsoft Office, WordPress, Trello, Slack, Google products, and more. Thanks to my time spent as a freelance writer/editor and former business owner, I'm confident in managing a multitude of tasks, and have the ability to meet deadlines.

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**EMPLOYMENT HISTORY**

**Owner: The BookMasters (Hereford)**

**September 2024 – February 2025**

- Running a book stall in Hereford's Butter Market that specialised in second-hand books.
- Gaining knowledge of the publishing industry, which included knowing popular authors.
- Managing the admin, such as the accounts and all social media channels.

**Freelance Editor/Proofreader: Numerous outlets**

**June 2023 – Current**

- Editing and giving feedback on written drafts, ensuring they meet client expectations.
- Proofreading and editing job profiles for a major client.
- Basic knowledge of search engine optimization.
- Effective use of SEO tools, including Screaming Frog.
- Other work includes: writing PLPs and blog ideation for clients for the digital marketing agency Croud.

**Freelance Writer: Numerous Outlets**

**September 2020 – Current**

- Writing freelance video game articles, such as news and longer pieces. Sites include: Destructoid, Game Rant, PCGamesN, Stealth Optional, Rock Paper Shotgun, We Got This Covered, and more.
- Effective use of WordPress and other CMS, Google Sheets, Slack, Trello, as well as good SEO/keyword usage.
- Sourcing and basic editing of images.
- Keeping on top of the industry and pitching story ideas.

**Exam Invigilator: Harper Adams University (Telford)**

**February 2019 – March 2020**

- Co-invigilating and setting up exams in-house and across the UK for candidates training to become vets.
- Amanuensis for students with specific educational requirements.
- Temporary work in the assignment office signing in student dissertations.
- Some administrative work, including filing and data entry.

- Keying invoices onto the in-house database system.
- Use of Microsoft products, including Word, Outlook, Excel, as well as Windows in general.
- Answering the phone and general admin duties, such as filing.

#### OTHER WORK

##### **DuraCrete Fencing, Tilehurst, Reading (2025)**

- Implementing tactics to create a more SEO-friendly website, including rewriting on-page copy with new keywords, reworking the page title and meta description, adding alt-tags to images and internal links to pages. Software used: Screaming Frog, Google Docs, Gmail, WordPress, SEO audit websites.
  - Conducting an SEO audit, which included a consultation with the client on how to better optimise their site (such as the removal of duplicate content).
  - Successfully improved optimisation health by several points, bringing it more in-line with average, according to online metrics (77/100).
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#### EDUCATION

##### **2020 – 2020: Birmingham City University**

PG Certificate in Research Practices

##### **2016 – 2019: University of Stafford (distance learning)**

MA in Social & Cultural Theory

##### **2006 – 2009: Wolverhampton University**

BA (hons) in Creative & Professional Writing combined with Film Studies (Grade 2:1)

##### **2000 – 2002: Wigan & Leigh College**

BTEC National Diploma in Computer Studies

##### **1995 – 2000: Hawkley Hall High School, Wigan**

GCSE results in English (B), Maths (C), and Science Double Award (CC)

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#### A SELECTION OF PUBLICATIONS

- British Comedy Guide (2025) [\*Black Books: Subsisting on the mushrooms in your hair\*](#)
- Destructoid (2025) [\*10 Novels to Get You Into the Booker Prize\*](#)
- PCGamesN (2022) [\*Do Intel Arc GPUs Have Any Hope of Catching Nvidia and AMD?\*](#)
- Rock, Paper, Shotgun (2021) [\*When Did Horror Games Become Team Sports?\*](#)