

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 and blog posts. I also have experience in SEO tactics and editing content for keyword 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.

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: Croud (Shrewsbury/remote)

June 2023 – Current

- Editing and giving feedback on written drafts, ensuring they meet client expectations.
- Basic knowledge of search engine optimization.
- Other work includes: writing PLPs and blog ideation for clients.

Freelance Writer for 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.

Purchase Ledger Assistant: ARH Group (Shrewsbury)

December 2017 – July 2018

- 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

Burton Borough School, Audley Avenue, Shropshire (2021)

- Volunteer work, assisting the teacher with running after-school sessions, based on a course I wrote about video game representation.
- Marking assignments and providing feedback to students.

AlphaSights, London (2022)

- Consultancy work, giving insight into current video game trends for a London firm working with LG.

DuraCrete Fencing, Tilehurst, Reading (2025)

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

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?*](#)