Andrew Paul Heaton (PG Cert, MA, BA)

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PERSONAL STATEMENT

I am skilled in writing and editing online content, with years of expertise in articles, including news, features, and business copy. I also have experience in SEO tactics and editing for optimisation, accuracy, and accessibility, and have strong proficiencies in Microsoft Office, WordPress, Trello, Slack, Google Suite, 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: Numerous outlets **June 2023 – Current**

- Working with Croud, editing and giving feedback on written drafts to ensure they meet client expectations.
- Working with Graduate Futures Institute, proofreading and editing job profiles.
- Knowledge of search engine optimisation.
- Effective use of SEO tools, including Screaming Frog and Ahrefs.
- Having an awareness of web content accessibility, including basic knowledge of WCAG.
- Other work includes: writing PLPs and blog ideation for clients.

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.
- Currently, I'm a freelance senior editor for the horror gaming site Rely on Horror.

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.
- 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 emails, and general admin duties, such as filing.

SEO CONTENT 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 averages (77/100), according to online metrics.

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?*
- Prospects, via AGCAS (2026) SEO Specialist (edited job profile)
- Rely on Horror (2026) *SAW: Genesis* – hands-on previews (edited feature)