

BLAISE RADLEY





COPYWRITER

PROFILE

Experienced copywriter with a proven record of developing strategic content campaigns and achieving page one rankings on Google. Practiced in implementing tight quality control, shifting tone dextrously, and acting efficiently with a professional demeanour.



CONTACT

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EDUCATION

ENGLISH LITERATURE
BA (Hons) 1st Class (74)
University of Birmingham
2013-2017

EQF Level 5 (Distinction)
Digital Marketing
Shaw Academy

JOURNALISM WORK

Under the Radar — Album Reviews Editor
Counteract — Film Editor
The Quietus — Features Writer
Dork — Interviewer & Reviewer
Film Daze — Features Writer
Film Stories — Features Writer

KEY SKILLS

CONTENT CREATION
SEO CAMPAIGNS
QUALITY CONTROL
BRAND DEVELOPMENT
GOOGLE ANALYTICS
KEYWORD RESEARCH

FULL-TIME EXPERIENCE

Vitality CBD
Birmingham
2019-present

Content Manager & Copywriter

Developed brand from start-up to UK market leader, stocked in Boots, Tesco, and LloydsPharmacy. Executed SEO campaigns leading to 301% increase in traffic year-on-year and 11% industry visibility. Created all content for print, packaging, digital and video.

BeYou / Vape Supplier
Birmingham
2019-present

Content Manager

Managed a team of copywriters for several other national brands in the same portfolio as Vitality CBD. Oversaw onboarding and training, developed complex SEO strategy, and acted as the final sign-off on all copy. In this time BeYou acquired 21 top 3 rankings.

Spark44
Birmingham
2017-2019

Senior QA

Promoted twice in four months to a management position overseeing 12 QAs launching the new Jaguar website in 36 markets. Instituted quality guidelines that are still in place, and had every website signed off by JLR senior staff 2 weeks ahead of schedule.