

## BLAISE RADLEY





## WRITER

## PROFILE

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



## CONTACT

-  +44 77405 81264
-  [blaise.radley@hotmail.com](mailto:blaise.radley@hotmail.com)
-  [blaiseradley.journoportfolio.com](http://blaiseradley.journoportfolio.com)
-  Flat 10 Hereford House SW2 1LQ

## EDUCATION

**ENGLISH LITERATURE**  
**BA (Hons) 1<sup>st</sup> Class (74)**  
**University of Birmingham**  
*EQF Level 5 (Distinction)*  
*Digital Marketing*  
*Shaw Academy*

## JOURNALISM WORK

**Under the Radar** — Album Reviews Editor  
**Counteract** — Film Editor  
**Little White Lies** — Features Writer  
**The Quietus** — Features Writer  
**Dork** — Interviewer & Reviewer  
**Photogénie** — Features Writer

## KEY SKILLS

**BRAND STRATEGY**  
**GO-TO-MARKET MESSAGING**  
**CONTENT CREATION**  
**QUALITY CONTROL**  
**SEO CAMPAIGNS**  
**GOOGLE ANALYTICS**

## FULL-TIME EXPERIENCE

**Workday Peakon**

London  
 2020-present

**Senior Associate Copywriter**

Took ownership of blog strategy for a major B2B SaaS thought leader, running campaigns based on our industry-best data, while optimising existing articles. Oversaw content migration following acquisition by Workday, instituting tone of voice and brand messaging.

**Vitality CBD**

Birmingham  
 2019-2020

**Content Manager**

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.

**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.