

# VICTORIA LOCKE

## CONTACT

- ✉ Torilocke@hotmail.com
- ☎ +447491119969
- 🌐 <https://victorialocke.journopotfolio.com>
- 🏠 54, Cirrus House,  
Tradewinds

## EDUCATION

### BACHELOR OF ARTS: JOURNALISM

2019

University of Westminster,  
London.

## OTHER SKILLS

Customer Service  
Adobe Photoshop  
Adobe InDesign  
Microsoft Office Suite  
Spexx  
Sketch Up

## SOCIAL

- f fb.me/Victorialocke
- 📷 @VictoriaLocke

## ABOUT

I am always driven to progress and development, and thoroughly enjoy being at the forefront of new sectors that are constantly expanding and evolving. I use my own initiative to investigate areas for innovation and improvement with the aim to operate at the highest level.

## CORE QUALIFICATIONS

SEO (Search Engine Optimisation)

**Content writing;** blogs, articles, press releases, newsletters, advert, sales funnels, landing pages, infographics, social media content.

Copywriting

**Analytical market research;** industry trends, competition and customer personas

**SMM (social media management);**

setup, streamline branding, optimise, automate, manage and grow.

**Wordpress website creation,** management and website marketing launch plan.

## EXPERIENCE

### REPORTER

*The Gibraltar Magazine | June 2018 - present*

- Daily social media scheduling.
- Proofreading of magazine before release.
- Editing and uploading article and press releases.
- Investigating and writing content for monthly issues.

### SOCIAL MEDIA MARKETING INTERN

*Wanderlust Wine | November 2018 - February 2018*

- Assisted with the set up and management of client presence on social sites including Facebook, Instagram and other similar platforms.
- Posted on relevant blogs, and seeding content into social applications as needed.
- Provided regular reports showcasing overall growth of channels.
- Monitored trends, created and scheduled content calendars in Microsoft Excel and analysed results.

## **HOSPITALITY SUPERVISOR**

*We Are Talent | June 2017 - January 2019*

- Managed every aspect of Front of House (FOH) operations overseeing a staff of 40+ employees incl. Cashiers/greeters, servers, and bartenders.
- Maintained systems and procedures designed to monitor and regulate bar/food/labor costs.
- Ensured guest satisfaction through the company reservation program and created professional relationships through continuous interaction with the clients.
- Worked directly with the vendors to coordinate marketing events to promote new products and drive sales.
- Working closely with the manager to identify and resolve performance issues/opportunities of the team members as they arise.

## **CONTENT WRITER/SEO SPECIALIST**

*The Voice of London | October 2018 - January 2019*

- Track weekly site ranking and visits through Google Analytics and SEMrush to improve organic searching.
- Write weekly content using SEO keywords drawn from Google Analytics and post through MySQL and FTP.
- Oversee content writing team, delegate assignments, edit work for grammatical proficiency and quality of content.
- Assist in the hiring and interview process of a number of candidates, train new interns and reviewing progress with hiring.
- Proficient in Hootsuite, FTP, MySQL, SEMrush, Google Analytics, Google Adwords, WebMasters, Notepad++, Wordpress; basic HTML.

## **HOSPITALITY STAFF**

*We Are Talent | October 2016 - June 2017*

- Take orders from and serve food and beverages to customer.
- Perform consistent check-ins with customers to ensure satisfaction and address complaints swiftly.
- Answer questions about the menu and make recommendations when appropriate or requested.
- Assist a team of hosts and hostesses by greeting, seating, and thanking customers.
- Communicate with kitchen staff directly and via computers.