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Top Skills

ESL
Public Speaking
Curriculum Design

Languages

Chinese (Limited Working)

Certifications

Introduction to Search Engine
Optimization
Search Engine Optimization
Fundamentals

Rick O'Neill

Several years experience in copywriting, UX writing, and social media management, gained through various roles in the UK and China

Beijing, China

Summary

★Experience in copywriting, UX writing and social media management, gained from several marketing roles in the UK and China

★Experience in using SEO tools such as Google Analytics, Adwords, Keyword Planner and Moz, and the UX design tool Figma

★Proficient in photo editing (Adobe Photoshop), video editing (Adobe Premiere), and radio editing (Adobe Audition)

Experience

PR Newswire APAC

Global Communications Strategist

September 2022 - Present (1 year 6 months)

Beijing, China

As a Global Communications Strategist at PR Newswire, a leading authority in the PR industry, I leverage my expertise in strategic communication to provide high-impact solutions for our clients. My role involves:

- Strategic Communication Development: Crafting and refining comprehensive communication strategies tailored to the unique needs and goals of each client. This includes competitor analysis, identifying potential topics, assessing media performance, and measuring share of voice.
- Press Release Writing and Editing: Assisting clients in creating compelling press releases that effectively communicate their message and resonate with their target audience. This involves careful editing and writing to ensure clarity, accuracy, and impact.
- Client Consultation: Providing strategic advice to clients on communication best practices and innovative approaches, helping them to maximize the reach and effectiveness of their messaging.

Freelance

Freelance Copywriter

December 2021 - September 2022 (10 months)

- Created social media, blog and UX content for various projects, including Galaxy Blitz, a multiplayer Play-To-Earn NFT-based combat strategy blockchain game that values playing experience, as well as having a Play2Earn function.
- Took part in voice and group chat AMAs for exchanges and launchpads, helping to spread awareness of the project.

TMO Group

Marketing Content Manager

July 2021 - November 2021 (5 months)

Shanghai, China

- Conceived and execute SEO-focused content for the company blog, focusing on eCommerce solutions for B2B businesses.
- Responsible for company social media content across Facebook, Twitter and Linked In.
- Created the English content for a white paper on best practices in B2B eCommerce in China.

Bybit Fintech Limited

Communications Manager

May 2019 - June 2021 (2 years 2 months)

Shanghai City, China

- Conceived and executed a wide range of content campaigns to drive education and user engagement, focusing on different areas of cryptocurrency trading, such as investment and trading strategies. As well as more general educational content around cryptocurrency and blockchain.
- Helped to drive the growth of the community through campaigns promoted on social media.
- Developed new ideas for content through SEO keyword research, and competitive analysis.
- Regularly reviewed the performance of content through SEO and data analysis and performed regular SEO keyword optimization.
- Collaborated with business development and growth marketing teams on how to make content that would lead to greater user conversion.
- Collaborated with the social media team on ideas and execution for campaigns across social media channels (Twitter, Facebook, Instagram, YouTube, TikTok)
- Collaborated with business development team on ideas for marketing content and promotions that KOLs would use to promote the platform.

- Collaborated with the UX design team in UX writing for the website and Bybit mobile app, using Figma

China Daily

Digital Editor

May 2018 - May 2019 (1 year 1 month)

Wuxi, Jiangsu, China

- Managed a team of Chinese writers, responsible for editing and crafting articles and social media posts to ensure they followed prescribed editorial style and format guidelines before they are published online.
- Undertook video reporting projects and live streams for the China Daily website and social media at events, including a livestream at the China-ASEAN Expo 2018 in Nanning which has received nearly 400,000 views on Facebook.
- Held journalism-related sharing sessions to enhance Chinese writers' English writing skills.
- Wrote occasional articles to be published on the China Daily website.
- Helped to write scripts and do voice-overs for videos, and adding any input as necessary to help produce high-quality media content for the organization.

5E Ltd

Marketing Content Writer and ESOL Teacher

June 2017 - January 2018 (8 months)

London, United Kingdom

- Responsible for writing copy for marketing material such as brochures and posters advertising courses, as well as copy on the website and on social media.
- When required, taught ESOL Skills for Life to foreign nationals residing in the UK who were looking for work. Classes consisted of general English to assist them with day to day activities, and also English which helped them improve their employability, such as job interview practice and CV writing.

Performics

Marketing Content Writer

August 2015 - May 2017 (1 year 10 months)

London, United Kingdom

- Created SEO tailored content in more than 25 markets worldwide for internationally famous brands such as Durex, Scholl, Strepsils, and Optrex (for the client RB) as well as content optimisation.

- Played a pivotal role in the implementation of the content strategy, based on keyword data and content trends, including overseeing a year on year improvement in SEO performance by over 30%.
- Outreached to outside parties such as bloggers in multiple markets, aided content and account teams to meet client targets, and consistently performed accurate admin., including uploading of article content on CMS programs including Umbraco and Starterkit. Also gained experience in writing HTML.

FTP Digital

Contributing Writer

October 2016 - December 2016 (3 months)

London, United Kingdom

Writing for the website FTP Digital. My first article was about the state of music today and its cultural impact, entitled "Generation Nothing". My second article was about the state of politics today, entitled "The Aftermath of Trump".

The Devon School of English

ESL Teacher

April 2015 - April 2015 (1 month)

During the busy post-Easter period I taught Business English Certificate (BEC) and General English classes to students on a temporary basis at the Devon School of English in Paignton, Devon.

Sheffield Star

Freelance Journalist

November 2014 - March 2015 (5 months)

Sheffield, United Kingdom

During my journalism course, I gained some work experience at The Star, the daily newspaper serving Sheffield. In this time I wrote several articles which made it into the newspaper in print and online.

Kensington Academy of English

ESL Teacher

June 2014 - August 2014 (3 months)

London, United Kingdom

I taught in the summer of 2014 at Kensington Academy of English. The students were adults from all over the world, most of them combining the opportunity to learn English with the opportunity to visit London and the United Kingdom. This helped me to develop greater interpersonal skills; in being able to speak to and deal with people better.

A Plus English

ESL Teacher

March 2014 - May 2014 (3 months)

A Plus is a language school in Sheffield, UK. I taught a variety of different levels of abilities. Many of the students were taking classes in order to improve their English in preparation of IELTS (a level of English needed to study in higher education in the UK) classes, so the classes focused on the four key language learning skill areas of speaking, listening, writing and reading.

Web Education Group

ESL Teacher

October 2012 - November 2013 (1 year 2 months)

Shanghai City, China

My second teaching position in China was at Web International English in Shanghai. The students varied from university students, to workers who were looking to progress their professional development though improving their English, to housewives learning it for fun. The lesson topics, amongst others, included grammar, role plays, culture and business English. I think my time teaching, especially in this role (my role prior to this was teaching children) has been beneficial to me in my future career plans because it has improved my confidence in dealing with and speaking to a wide range of people.

EF English First

1 year 3 months

ESL Teacher

June 2012 - August 2012 (3 months)

I taught over the busy summer period in 2012 at English First in the UK resort of Bournemouth. I taught young adults focusing on the key learning skills, following the worldwide EF curriculum. I also introduced them to British culture through my teaching. I was able to build on what I learnt and the skills I acquired in my teaching job at English First Hangzhou in this job.

ESL Teacher

June 2011 - June 2012 (1 year 1 month)

I worked for English First in Hangzhou from June 2011 to June 2012 and in that time I feel I greatly improved as a teacher. I minimised class preparation time, taught a variety of learning styles and gained valuable experience of teaching young learners between 3 and 14 years old. Through weekly continuous professional development sessions I learned to improve my

teaching skills, both by considering my own development and performance, and those of my peers.

Pell & Bales

Telephone Fundraiser

October 2010 - February 2011 (5 months)

My work for Pell and Bales was telephone fundraising. This role involved calling members of the public asking for money on the behalf of national charities. Sometimes this was existing supporters but sometimes the role involved cold calling people who may have indicated support for the charity or its interests in some way. This helped me to develop my telephony and verbal communication skills significantly as it required rapport building, and also my customer service skills, as because I was representing the charity in question when calling, I had to respond to any queries from the call respondent accordingly. Verbal communication skills, and being able to make yourself understood properly, are of course important attributes for any job.

Diabetes UK

Media Relations Intern

September 2010 - December 2010 (4 months)

In the autumn of 2010 I interned with the Diabetes UK press office. My duties included talking with the regional press offices, taking queries from members of the public, writing press releases and articles for the website, and putting together a daily montage of Diabetes UK media coverage which was emailed to every employee. I also used Cision, a database of journalism and PR professionals, in order to find contacts if needed. This gave a great insight into how a national organisation deals with the media, in addition to helping me hone my writing skills and my confidence in dealing with members of the public.

Pennine Care NHS Foundation Trust

Office Administrator

November 2009 - September 2010 (11 months)

My work for the Pennine Care Trust included administrative work and using the patient database system NCRS, dealing with patient discharges. I also extensively used Microsoft Excel. This gave me more administrative experience and valuable experience using Microsoft Excel.

SKV Communications

PR Intern

August 2009 - September 2009 (2 months)

My voluntary work for the Public Relations agency SKV Communications included general administrative work such as answering the telephone and scanning, and using Microsoft Office programs such as PowerPoint and Word. I also used a media evaluation program. On occasions I had to talk with clients on the telephone and write press releases. I also undertook research for projects at times. This role helped me to gain an understanding of a media office environment.

Grimwood & Dix Limited

Construction Assistant

July 2003 - August 2009 (6 years 2 months)

My work for one of the biggest electrical contractors in the North West of England included physically demanding labour work and adhering to tight schedules, which gave me important timekeeping skills.

HBOS

Office Administrator

March 2009 - April 2009 (2 months)

My temporary work for the large financial company HBOS was office based work largely focusing on ISA transfers. My duties included processing ISA's, data input, faxing, filing, and writing letters to and corresponding with customers over the telephone. This gave me useful experience in an office administrative environment.

Education

University of Nottingham

BA, American Studies · (2004 - 2008)

Sheffield College

NCTJ Journalists Diploma, Journalism · (2014 - 2015)

The University of Manchester

Trinity CERT TESOL, ESL Teaching · (2011 - 2011)

Birmingham City University

CIPR Advanced Certificate, Public Relations, Advertising, and Applied Communication · (2009 - 2009)