

SKILLS

Skill group

Creative Writing Content Writing SEO Customer Support Market Research Admin & Secretarial



66 You can't

use up

creativity.

The more

you use,

the more

you have.

- Maya Angelou

SARAH NAOMI CHETCUTI ENGLISH CONTENT EXTRAORDINAIRE

PROFILE

Hi there! I currently work as a content writer for an igaming company based in sunny Malta.

While my full-time role revolves around the online gambling industry, I have always been extremely passionate about writing in all its forms, which is why I also write on a freelance basis for other companies in a variety of sectors.

When I'm not focused on crafting catchy content, I enjoy travelling and exploring new places, working off my stress at the gym, relaxing with a good book and writing creatively - whenever inspiration hits!

EXPERIENCE

December 2021 - Present	EBET ESPORTS & CASINO CONTENT WRITER
	Creating content that is primarily focused on esports betting, including:
	 Researching and promoting popular esports games like CS:GO, DOTA 2 and Valorant
	• Creating copy for Google Search ads
	 Writing CRM emails, promotional page, SMS and push notifications copy
	 Working closely with the SEO team to create blog posts and outreach articles for backlinking purposes
	 Composing new page content for the company's esports betting brands like Gogawi.com
	• Taking care of ad-hoc writing tasks such as preparing speeches for the London Gayming Awards 2022

ACHIEVEMENTS

Delegate at EYMD workshops :

http://eymd.youthpress.o rg/eymd-2016-printteam-final-outcome-

orange-magazineeymd16-edition/

> https://www.euronews.c om/2015/11/19/mediafreedom-across-the-euhow-free-do-you-feel

REFERENCES

Petar Sisko

SEO Strategist at inovatiq +35799140498

Neal Kydd

Brand & Marketing Manager at EBET +356 99075199

INTERESTS

Fitness and Well being

🧡 Traveling

🧡 Reading

CONTACT

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August 2020 -December 2021

Aspire Global

LEAD CONTENT WRITER FOR KARAMBA CASINO

Creating catchy, branded content for a prominent online casino and its sister brands which included:

- Composing CRM emails and sms content
- Curating and updating evergreen page content.
- Crafting in-depth casino and game reviews
- Posting on social media pages
- Writing monthly newsletters for affiliates

March 2018 -March 2020

Content House

FREELANCE FEATURES WRITER

Writing for a Maltese-owned entertainment magazine,

- Weekly lifestyle articles on various subjects including family, health and well-being and housekeeping
- Monthly articles promoting upcoming events and services offered locally

December 2017 - March 2020

7 Handpicked

FREELANCE SOCIAL MEDIA WRITER

Curating social media posts for clients in the Food and Beverage industry

- Praising and describing how new and signature dishes are created
- Commending the ambiance and service at the clients' physical outlets
- Announcing special offers and events

July 2019 - July 2020	Mercedes-Benz Customer Assistance Cente COMMUNITY MANAGER
	Forming part of the Social Media department and working with an international team to optimize CRM, this role involved:
	 Moderating the brand's social media pages, namely, Facebook, Instagram, Twitter and YouTube
	• Engaging with customers and fans of the brand via these social media channels
	• Replying to posts and comments by users of in order to boost customer engagement and brand positioning in the international market
December 2018 - March 2019	GIG ENGLISH SITE AND CONTENT MANAGER
	Managing a casino affiliate website targeting Canadian players
	 Proofreading, updating and ensuring all content is SEO-optimized and compliant wi the current industry regulations
	• Working closely with SEO executives, graph designers and developers to ensure the site runs smoothly in all respects
	 Uploading and publishing content directly onto the site via CMS like WordPress
	 Managing relationships with freelancers
August 2018 - December 2018	GIG ADVERTISING AND SEO EXECUTIVE
	 Using tools such as Semrush, Ahrefs and Keyword Tool to formulate effective content strategies Using Matomo and Rank Ranger to measure performance and results.

 July 2017 - July 2018 	 Raketech Ltd. ENGLISH WEB CONTENT WRITER Writing copy for several affiliate websites that included: News posts Casino reviews Crypto-related content Evergreen page updates
 September 2016 April 2017 	ENGLISH WEB CONTENT WRITER
	Writing content related to binary options and financial trading
 June 2015 - November 2018 	EC School of English CALL CENTER AGENT
	• Providing telephone and email customer support to students studying English in Malta and their families
	 Taking calls from student leaders, drivers, host families and maintenance and cleaning services personnel
2008 - 2014	Various - ESE, EF Language Schools ENGLISH TEACHER
	Teaching English as a foreign language

EDUCATION

• 2013 - 2017

Bachelor's Degree in Communications and Psychology

UNIVERSITY OF MALTA A broad, multi-disciplinary course focusing on the spheres of media, communications, cultural studies and marketing with a secondary focus on psychology.