




## ACHIEVEMENTS

Delegate at EYMD workshops :

 <http://eymd.youthpress.org/eymd-2016-print-team-final-outcome-orange-magazine-eymd16-edition/>

<https://www.euronews.com/2015/11/19/media-freedom-across-the-eu-how-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

 Swieqi, Malta, EUROPE  
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 sarahchet89@gmail.com

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 <https://www.facebook.com/sarah.chetcuti>

### ● 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

#### 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 Center**  
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 on 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 with the current industry regulations
- Working closely with SEO executives, graphic 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.
- Writing outreach articles

- **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** **FBO Media Ltd.**  
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.