

John Antony Hopton

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EDUCATION

University of Leeds
BA History (2:1)

CONTENT/EDITING/COMMUNICATIONS EXPERIENCE

2012 to present

Enveritas — Content producer

Wrote full website content for several major hotel brands, with a focus on SEO. This involved producing content related to hotel services and amenities, plus lengthy destination guides. Worked using an in-house content management system.

RWS Moravia — Content producer and editor

Wrote travel and lifestyle content as part of a long-term project. Edited content within a strict quality control program. Worked using a content management system.

RedOrbit — Staff writer

Delivered daily news articles and entertaining blogs with a focus on technology, science, health, and space. Used press releases and leads from editors, found stories, and interviewed prominent figures in relevant fields. Liaised with media reps for academic institutions as well as PR staff for high-profile interviewees. Dealt with emerging stories and managed time to consistently meet tight deadlines having efficiently completed extensive research. Was involved in discussions with senior staff regarding content strategy.

Sanvada — Staff writer and editor

Delivered regular articles on the topics of technology, science and entertainment. Was asked to pay particular attention to SEO using Squirrly, and to find trending stories using social media hashtags and tools such as BuzzSumo. Edited other writers' articles before publication.

WordWell Creative — Writer

Wrote blogs, articles, and magazine content as part of a broad content strategy that included the use of content calendars and social media plans. The content included B2B pieces that required me to familiarize myself with the complex details of different industries, ranging from healthcare to real estate. Produced content for social media calendars.

Freelance Writer

Achieved publication for Hemispheres, the in-flight magazine of United Airlines.

Achieved five star feedback after writing several expat guides for the world's leading expat website.

Interviewed high-profile figures including explorer and author Levison Wood, MIT scientist Kerri Cahoy, Harvard physicist Lisa Randall, and CNN *Parts Unknown* host Anthony Bourdain for RedOrbit pieces.

Wrote several pieces for a Japanese tourism site.

Worked with a high-end fashion site producing entertaining material on men's fashion.

Website content editing

Edited website content for an automobile repair shop and dealership. Wrote and edited for two comedy sites, creating scripts for videos and producing images on Photoshop.

Books

Completed and self-published a travel book. Accomplished a huge amount of first-hand research for the book, interviewing museum staff and local people on a journey through four continents from Shanghai to the 2014 FIFA World Cup in Brazil. Edited books for multiple authors in a range of genres, with a focus on action-adventure and thrillers.

Social media

Used social media and community sites to promote the books as well as much of the work detailed above, building relationships across different online platforms. Created an additional Twitter account and Facebook page for the travel book in order to connect with the most appropriate followers/audience.

Other work

I previously worked in law for six years. I then worked as an English teacher for five years before becoming a full-time writer.

References available on request.