



ZOË HAZEL THOMAS

CONTENT WRITER

CONTACT

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- Eastbourne, UK

EDUCATION

BA (Hons): English 2:1

University of Exeter, Cornwall
2008 - 2011

NCTJ Diploma: Journalism

Brighton Metropolitan College,
Brighton
2013 - 2014

A-levels: English, Media, Philosophy & Ethics

Sussex Downs College,
Hampden Park
2006 - 2008

SKILLS

- Web content
- SEO techniques
- UX writing
- Proofreading
- Editing
- Infographic content
- Press releases
- Features
- Wordpress
- Social media management
- Content marketing strategy

PROFILE

Since graduating from The University of Exeter with a 2:1 BA (Hons) in English 10 years ago, I've enjoyed a career in journalism, magazine editing and digital marketing in industries ranging from luxury travel and cake making, to accounting, finance and business. After five happy years with my current employer writing about workplace health and wellbeing, strengthening our brand voice and managing all content marketing, I'm looking for a new challenge that will allow me to work remotely.

EXPERIENCE

Content Editor

Jan. 2016 - Present

Posturite, Berwick

- Managing Wordpress blog and social media channels
- Working closely with design team to produce marketing materials for sales team
- Content marketing strategy
- Newsletter and eshot design and creation
- Monthly reporting (Google Analytics)
- Managing product descriptions in Magento
- PR - coordinating with experts in company to provide comment for national publications
- Creation of tone of voice and house style guide.

Content Executive

June 2015 - Nov. 2015

Dobell, Eastbourne

- Design, build and management of new blog
- Product descriptions
- PPC ad copy
- Outreach blogging.

Editor

April 2014 - June 2015

Life Media Group, Eastbourne

- Writing and editing four monthly magazines (Sussex Business Times, Inspired Travel Pixel Magazine and In:Print)
- Interviewing CEOs of companies such as Kodak and Panasonic
- Attending press events
- Managing freelance contributors
- Working with sales team to produce ads for clients.

SKILLS CONT.

- Email marketing (basic HTML)
- Google Analytics reporting
- Copywriting (ads & straplines)
- Tone of voice creation & maintenance
- Ghostwriting

AWARDS

Dean's Commendation

University of Exeter

EXPERIENCE CONTINUED

Editorial Assistant

Feb. 2014 - April 2014

Latest Magazine, Brighton

- Writing property listings
- Subbing TV listings
- News pieces.

Content Writer

Sep. 2011 - Oct. 2013

Memiah Ltd, Surrey

- Researching and writing SEO and information-rich web content for several business directories
- Creating surveys for news-creation and press releases
- Managing multiple social media channels.