NOLA GARAVAGLIA-MCGANN

Content that cuts through the noise

CLIENT MANAGEMENT SOCIAL MEDIA

COPYWRITING

OUTREACH

SUB-EDITING

PR

SEO

RESEARCH

ANALYTICS

DESIGN



ACADEMIC HISTORY

2017 | University of Brighton

Philosophy, Politics & Ethics - 2.1

2014 | Charter School

Psychology - B

Philosophy - C

History - B

Cirencester College |

Level 3 Media Production: Digital, TV, Film, Social Media & Print

Bath College: Part Time Love2Learn |

Interior Design

Italia Conti Academy of Arts |

Singing, Tap, Modern, Hip Hop

Google Garage Fundamental Digital Marketing

Google Analytics AcademyGoogle Analytics for Beginners

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nolajoycontent.journoportfolio

Working in various creative environments, experiencing both agency and client-side, I have refined my content production and copywriting skills. I thrive in positions where I have the editorial freedom to strategize creative hooks that captivate target audiences and convey client's values in a fresh, ingenious way. Moreover, my keen eye for detail, and understanding of key UX principles has shaped me into an ample QA and sub-editor for all copy and design.



WORK EXPERIENCE

Copywriting & Marketing Executive

PeopleGoal - Performance Management HCM Software | 10/19 - 01/20 B2B Copywriting + marketing for HR, Leadership Dev, Management Coaching, Business Psychology, Organisational Culture, and Tech/Data communities:

- Producing articles, guides, policies, glossary, FAQs and SM on trending topics
- **Solely responsible for QA**: proofreading, fact/source checking and sub-editing for tone of voice and layout that's on brand and stylistically consistent
- In-depth market research + competitor analysis translating technical concepts
- CMS Management, markdown and HTML uploading content to website
 Reviewing SEO for all site + re-optimising low performing content
- Website auditing A/B testing
- Designed social visuals and animations on Canva + Photoshop
- Created and individually managed social media strategy
- Tracked keywords, hashtags + RSS feeds
- Community engagement discussions/answers on Quora + LinkedIn Groups
- Outreach to publications for backlinks, mentions or guest blogs

★ Within two months brought no. of monthly sessions up by 282%, avg. reading time up by 95% and bounce rate down by 4.1%

Junior Content Producer

OggaDoon - PR & Digital Marketing Agency | 02/19 - 08/19
Digital marketing, event comms and PR for over 10 B2B and B2C brands:

- Social media management trend tracking, content creation + scheduling
- Press releases, blogs, newsletter creation, web build + copy
- Outreach emails and calls to journalists, influencers + editors
- Collating databases e.g. press lists, clients' logins + project timesheets
- Google Analytics + Social Analytics Reports metrics and analysis
- Delivered **monthly Digital Trends** + Marketing Insider Report (shifts + trends)
- SEO reviewing + metadata uploaded all website content
- Design websites, social visuals, infographics, presentations, leaflets
- Creative ideation with team strategy and business development
- Account and client management maintaining dialogue with clients, attending meetings and reporting back to the rest of the team

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PROJECT MANAGEMENT COPYWRITING OUTREACH CMS PR
SOCIAL MEDIA SEO CREATIVE COMMS ADMINISTRATION



HOBBIES AND INTERESTS

• USER EXPERIENCE • POLITICAL DEBATE •
FASHION • SEWING • CONCERTS • FESTIVALS
• FOOD & DRINK • FUNCTIONAL MEDICINE •
GRAPHIC DESIGN • WORK CULTURE
SOFTWARE • APPS • DYSTOPIANS • INTERIOR
• DESIGN • ARCHITECTURE • CHARITIES
SOCIAL ACTIVISM • MARKETING CAMPAIGNS
• STARTUPS • SPOKEN WORD • POETRY •
STAND UP • INDEPENDENT FILMS
SUSTAINABILITY • WILDLIFE CONSERVATION •
MENTAL HEALTH • THEATRE • DANCE
• SINGING •

5 QUALITIES I LIKE ABOUT MYSELF

DILIGENT • METICULOUS • FORTHRIGHT • RESOURCEFUL • EMPATHETIC

INDUSTRIES

• B2B • B2C • NON-PROFIT •

HR • TECH • LEADERSHIP DEVELOPMENT •

MANAGEMENT • ORGANISATIONAL

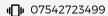
CULTURE • BUSINESS PSYCHOLOGY • SAAS •

SUSTAINABILITY • FOOD • BEVERAGE •

ENERGY • CYBERSECURITY •

CRYPTOCURRENCY • EVENTS • APP • GAMING
• INTERIOR DESIGN • CONSTRUCTION •

HEALTHCARE • DEATHCARE • LIFESTYLE





🗖 16 Maycliffe Park, BS6 5JH

User Researcher Intern

Nomensa - UX Design Agency | 11/18 - 02/19

- Conducted usability testing on different platforms, transcribing verbal and qualitative data
- Updated project management system (Jira), sending out tickets
- Updated social media channels

PR Outreach Assistant (work experience)

Seeker Digital - Linkbuilding & PR Agency | 05/11/18 - 16/11/18

- Managed outreach campaign and market research for Sports Bra brand
- Sought out contact details, wrote outreach emails to editors + influencers
- Proofread, edited blogs for tone of voice and key messaging
- Brainstormed with team to create editorial and content calendars

Fashion Trainee (Part Time)

Toohoi - Fashion Designer | 03/18 - 12/18

- Managing and creating social media content
- Researching, seeking out and liaising with designers
- Creative duties inc. sewing, cutting, drawing, photographing

Customer Service Administrator (Part Time)

At the Well - Customer Service Administrator | 01/18 - 10/18

- Organising tight schedule for business and customer service washes
- Sending invoices and processing payments
- Point of call for all customer facing and telephone queries
- Prepping, baking, cooking and serving food and drinks

Administrator

Zaynab Ali - Private ABA Therapist | 06/17 - 12/17

- Calendar, appointment and travel management
- Liaising with venue organisers for seminars & conferences
- Filing; Handling sensitive information assuring patients discretion

<< graduated university >>

Event Coordinator (unpaid)

Childreach International - Children's Charity | 1/16 - 10/16

- Organising and hosting successful charity fundraiser music events in venues across London, Brighton and Manchester
- Liaising with venue managers as well as artists and performers
- Designing event banners, leaflets and logos
- Ticket and event promotion across social media platforms

Junior Researcher & Receptionist

Reprezent FM - Radio Station | 4/15 - 10/15

- Researched new artists and relevant media/partnership opportunities
- Built public profile for unsigned artists, coordinated social media
- Liaised with press, venue managers, event organisers and agents
- Maintained clean studio, first point of contact for visitors