

NOLA GARAVAGLIA-MCGANN

Content that cuts through the noise

CLIENT MANAGEMENT
SOCIAL MEDIA

COPYWRITING
SEO

OUTREACH
RESEARCH

SUB-EDITING
ANALYTICS

PR
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 Academy Google Analytics for Beginners

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📖 medium.com/@nola.gm

📄 nolajoycontent.journoportfol.io

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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Content that cuts through the noise

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

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

>> enrolled at university <<

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