

SAMIA EL-BALAWI

Mobile: 07456 221172
Email: samiaelbalawi@yahoo.co.uk
Nationality: British Citizen

PERSONAL PROFILE

As a writer with the ability to create customised content in a broad range of styles, I have a proven track record for producing unique, attention-grabbing material to assist businesses in connecting with their audience through online content.

EMPLOYMENT EXPERIENCE

April 2019 – Present **Turner Broadcasting System (CNN International Commercial)**
Content Manager

- Drupal: Creation of Generic Pages, Case Studies, News, Press, Carousel Items, Statistics
- Source, size and sharpen images using GIMP (open-source raster graphics editor)
- Write, as well as edit SEO Titles and Meta Descriptions
- Source suitable keywords for entry into Drupal
- Regular updates to Intranet through SharePoint

December 2018 – March 2019 **Lidl Great Britain Limited**
Copywriter

- Planned and created copy for bi-weekly newsletters
- Produced a variety of UX copy
- Proofread and edited materials, including leaflets and online content
- Created short copy for various marketing purposes
- Wrote product summaries for online publication
- Created email marketing copy for a range of campaigns
- Managed recipe homepage, including weekly content updates, recipe write ups and tagging

January 2018 – Present **Freelance & Agency Writing Projects**
Various

- The Wave Clinic (Australia, Malaysia, Middle East, United Kingdom)
- The Cabin (Chiang Mai, Melbourne & Sydney)
- Blogs, Travel Articles & Websites

September 2017 - December 2017 **Faith Recruitment, England**
Various Temping Assignments

January 2017- July 2017 **Trafalgar Travel - Geneva, Switzerland**
Part of The Travel Corporation
Global Content Writer

- Copywriting for a variety of worldwide guided holiday brochures (x8)
- Created copy across a range of marketing projects
- Frequent meetings with CEO, Global Marketing & Brand Directors to gather ideas and translate them into creative messages
- Close communication with internal Graphic Designers and external Design Agencies
- Audited and documented final content assets from global teams
- Wrote and edited articles for quarterly newsletter

January 2016 - Cultural Care Au Pair - Lucerne, Switzerland
December 2016 Part of EF Education First
Content Manager

- Created copy for Callout Extensions, Landing Pages, Sitelinks and SMS
- Guided copywriter in the production of a variety of content
- Sourced, tested and led a team of 15 freelance translators, including payment of invoices
- Wrote script & created marketing promotions for Facebook Live broadcasts
- Sourced quality images, testimonials & gained consent for use across a range of media
- Monitored visitor posts on Facebook across 26 different accounts

March 2011 - HotelTravel.com - Phuket, Thailand
December 2015 (Subsidiary of NASDAQ registered online travel leader MakeMyTrip)
Copywriter

- Researched and wrote feature articles on a variety of worldwide events
- Researched and wrote an assortment of hotel descriptions
- Managed and provided guidance to a pool of freelance writers
- Planned and developed editorial activities for marketing purposes
- Produced content for external newsletters and organised translation into 10 languages
- Created all content, designed and distributed monthly internal newsletter to 150+ staff
- Oversaw company social media accounts, including Facebook, Google+ and Twitter
- Responded to customer reviews across a range of external survey platforms

June 2005 - Consolidated Marine Contractors - Phuket & Singapore
July 2010 **Administrative, Accounting & Human Resources Officer**

September 2004 - Arte Moris (Non-profit Art School) - Dili, East Timor
May 2005 Accounting & Administrative Officer

February 2004 - Julia Ross Recruitment - Sydney, Australia
July 2004 National Parks & Wildlife Service

September 2003 - Australian Consulate-General - Auckland, NZ
January 2004 Assistant Events Coordinator

June 2002 - Gallaher Limited - Weybridge, England
May 2003 **Commercial Finance Accounting Assistant**

March 2000 - Gallaher Limited - Weybridge, England
May 2002 **Operations Support Assistant**

COMPUTER SKILLS

Operating Systems: Windows XP, Apple OS X

Microsoft Office: Word, Excel, PowerPoint, OneDrive, SharePoint

CMS: eZ Publish, OpenText, Drupal, WordPress

Additional: SEO, Keyword Research, Adobe Photoshop, GIMP

EDUCATION **Epsom College of Art & Design - Surrey, England**
Foundation Course (Sep-96 - May-97)
(Pass & acceptance into 3-year degree course)

Notre Dame Senior School - Cobham, England
A-Levels x 2 / G.C.S.E. x 8
September 1990 - June 1996