

# WINNIFRED JOSEPH DMONTE

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**Portfolio:** [creativehandwrites.wordpress.com](http://creativehandwrites.wordpress.com)

**Residency status:** Permanent Resident

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## Career Objective

To secure a challenging Ecommerce Copywriter position in a reputed firm that will enable me to showcase my writing skills and quench my thirst to enhance my knowledge and skills. Specialist expertise in email marketing and optimising email campaigns. Proficient in creating timelines and delivering high-quality content within defined time frames, and managing social media accounts. Leveraged knowledge of the best SEO practices in developing creative content for better search engine performance. Demonstrated strong written and verbal communication with excellent customer service skills and strong ability in keeping up with the latest digital and social media trends.

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## Professional Efficiencies & Skills

- Profound knowledge of the English language with excellent writing, editing and proofreading skills, and strong attention to detail.
  - A persuasive and conversational writing style that will establish a connection with the readers.
  - Ability to deliver high-quality copy, well-researched blogs, and creative website content.
  - Expertise in writing great product/service descriptions, SEO friendly content and attention-grabbing content for various social media platforms and GMB pages.
  - Detail-oriented, multitasker, strong time management, good research skills and organisational skills.
  - Ability to work in a fast-paced environment.
  - Experienced in creating content for B2B and B2C companies.
  - Possess strong Digital Marketing skills – EDM writing & template designing, Social Media Marketing, Content Writing and Copywriting.
  - Other skills- Microsoft Office Suite, Google Suite, GatherContent, WordPress, Canva, Adobe Spark, Basecamp (client interaction), Zoho, and Jira.
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## Work Experience

**Ecommerce Copywriter | New Aim Pty Ltd.**

Sept 2021- present

### Roles and Responsibilities:

- Understand target customers, their needs, passions, and priorities, and deliver content that entices them.
- Produce succinct and accurate copy for products in line with the tone of voice.
- Create promotional content for the Dropshipzone platform and other websites.
- Collaborate with designers and marketers to create content for product listings on

Australia's leading marketplaces like Amazon, eBay, MyDeal, Kogan.

- Work with marketers to create content that aligns with brand guidelines for the new brand websites.
- Proofread the existing content and ensure all content is true and consistent with the brand.
- Craft sales pitch EDMs to pique potential customers' attention.
- Apply SEO principles and develop search-friendly content for brand websites.
- Conduct research to identify the unique selling points of products and create content to highlight them.
- Create easy-to-understand content for assembly manuals.
- Research creative writing techniques to create content that intrigues the potential customers and write reports for knowledge share.

### **Freelance SEO Copywriter | Digital360 Australia**

Mar 2021 – Jun 2021

#### **Roles and Responsibilities:**

- Wrote clear and concise copy to engage and inform a variety of audiences.
- Developed SEO optimised copy for lead generation pages, landing pages, blogs, and other forms of content.
- Conducted research and analysis to ensure quality and accuracy in copy.
- Gained a clear understanding of the clients' products and services.
- Managed multiple projects with short deadlines without compromising on quality.
- Followed the creative briefs and developed persuasive copy.

### **Copywriter/SMM | SRBS Marketing Group, Australia.**

Nov 2020 – Feb 2021

#### **Roles and Responsibilities:**

- Client interaction & requirement gathering.
- Developed Email Marketing campaigns (Mailchimp) for promoting clients' products and services.
- Planned and managed social media content for Facebook, Instagram, and LinkedIn, and created a regular publishing schedule.
- Researched, created and distributed engaging and awe-inspiring blog content for websites.
- Developed content for product & category pages and banners for e-commerce websites. Proofread blog content of junior writers.
- Outbound lead generation and inbound lead generation through EDM.

### **Content Writer | Friendly Web, Australia.**

Oct 2019 – Feb 2021

#### **Roles and Responsibilities:**

- Developed SEO optimised high-end, plagiarism free and engaging content for the company's clients.
- Wrote service descriptions for the Google My Business Listing page.
- Designed and delivered high-quality, well-researched and original content while meeting clients' expectations and deadlines.
- Created website content for services page and blog posts for websites.

## Freelance Content Writer | Classdemy

Sept 2019 – Jan 2021

### Roles and Responsibilities:

- Created high-quality and unique content for the Landing Page.
- Created content for social media platforms.
- Wrote compelling headlines targeting the targeted audience.
- Developed appealing content to highlight and showcase the main features of the academy.
- Developed powerful social media copy.
- Wrote engaging and unique articles on Digital Marketing and several other niches.

## Content Writer | Wrytin

Feb 2019 - Sept 2019

### Roles and Responsibilities:

- Wrote high-quality articles on selected topics like health care, beauty and wellness, pets, and inspirational articles.
- Performed extensive web research to collect pertinent data and gather images related to the article.
- Linking the articles with related high-performing websites.
- Distributed the content across various digital/social media platforms like Pinterest, Quora, Facebook and Instagram.

## Academic Details

Education	Year of Passing	Institution Name	University
Bachelor of Education. (English & History)	2017	St. Xavier's Institute of Education.	University of Mumbai
Bachelor of Arts. (English & History)	2015	St. Gonsalo Garcia College of Arts and Commerce.	University of Mumbai

## Extra-curricular

- HubSpot Email Marketing Certified.
- Completed 'The Complete Digital Marketing Course' on Udemy.
- Certificate of successful completion of Content Writing internship at Wrytin.
- Participated in 'Intensive Training Programme for Human Personhood Enhancement' and grabbed the 2nd Best Debater prize.
- Attended 'Life Skills for Well Being workshop' organised by the Indian Association of Life Skills Education.
- Attended 'A Capacity Building Workshop on Inclusive Education' organised by Xavier's Resource Centre for the Visually Challenged.

## References

Available upon request