

Madelaine O'Reilly

An experienced cultural, fashion and e-commerce content writer, social media curator and planner. A graduate of Conde Nast College of Fashion and Design who has written for British GQ and Marks and Spencer.

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EXPERIENCE

Marks & Spencer, Editorial Assistant & Acting Social Media Executive

October 2019 - April 2020

- Creation of e-commerce copy for product landing pages, department landing pages along with national and international emails
- Pitching, researching and creating engaging online editorial stories, working with the marketing department, adhering to requirements for the seasonal stock, trends and area focus' (please see my online portfolio above with examples)
- Uploading over six editors articles to AEM and in-house CMS' along with my own articles
- Subbing all articles produced for the United Kingdom and Ireland and editing stories to stay in-line with best SEO practices
- Taking minutes, updating content schedules and contributing to content planning meetings with the editorial team
- Sole ownership of content schedules for the United Kingdom, Ireland, United States and Australia. Ensuring these were up-to-date for every single change, for the editorial, subbing, leadership and marketing teams use
- Producing weekly presentations sent to the whole company on 'Coming up this week on Style and Living...' with screenshots of all upcoming articles and marketing strategies
- Producing data-driven analytical presentations based on social media data for the entirety of Marks and Spencer's Style and Living organic social media posts, for the whole marketing department
- Planning, producing captions, choosing assets, posting and scheduling all Instagram, Facebook, Twitter and Pinterests posts for Marks and Spencer's Style and Living including out-of-hours posting and reacting to late-night news of events and choosing assets and captions to post
- Creating Social Media plans and documents for the editorial and social team to use, update and check in accordance with marketing plans and focus'
- Ensuring all captions were subbed with a appropriate lead time to posting
- Assisting with all briefs of the editorial team and ensuring deadlines are met on every campaign

SKILLS

Content creation and planning
Copywriting
Sub-editing
Social Media planner, curator and analyst
Extensive SEO knowledge
Interviewing skills
Styling and Trend forecasting
Fashion Shoot planning and executing
Fashion Industry and History knowledge
CMS, AEM, WordPress, Microsoft, GSuite, JIRA, Slack, Teams proficient

ACHIEVEMENTS

Interviewed celebrity photographer RANKIN (Only Intern at GQ to ever interview an individual)

Volunteered over 200 hours of community Netball training, coaching and implementing into De Montfort University as England Netballs University Officer

Managed and increased engagement by 5% when in charge of M&S Instagram

Managed and increased click-through rate by 13.2% when in charge of M&S

- Planning, assisting and being on-site help for shoot days for all Style and Living campaign and Instagram shoots Pinterest
- *I was unfortunately given my notice from Marks and Spencer due to the COVID-19 pandemic resulting in extreme cuts to the business.*

Condé Nast Britain & Condé Nast International (Now CN HQ)

Personal Assistant to Head of Facilities, Facilities Administrator (CN Britain)

March 2019 - October 2019

- Assisting the Head of Facilities and Facilities Manager in daily tasks such as reactive issues and emergencies
- Collating, coding and organising all invoices from not only the facilities department but all invoicing associated with Vogue House
- Sole ownership of the Vogue House boardroom and meeting rooms, extensive diary management of which were also bookable by external guest and companies
- Managing external events and bookings of Vogue House board room, ensuring catering, cleaning and facilities management was inline with the companies multiple policies
- PA services to the Head of Facilities, such as answering and monitoring messages and phone calls, drafting emails upon their behalf, approving smaller works, attending council meetings and other administrative tasks

Personal Assistant to the Director of Strategic Change (CNI/CNHQ) Temporary cover

December 2018 - March 2019

- Extensive diary management for the global leadership team along with submitting expenses
- Organising and executing business trips for 1-11 directors to USA, Asia and Europe
- Greeting and accompanying guests to meetings within CN HQ
- Liaising with other Directors/PA's/Team Leaders/External clients to organise meetings within not the only UK working hours but to accommodate those from locations such as Los Angeles, New York, Madrid and China
- Creating agendas for international business trips anywhere between 1-5 per month

Editorial Assistant (Internship), British GQ

August 2018 - November 2018

- Pitched, curated and wrote articles for GQ online, ranging from cultural pieces, listicles and high-profile celebrity interviews, uploaded via CMS

REFERENCES

Available on request

- Planned, wrote captions, uploaded assets and managed British GQ's Instagram page for 1 month from September-November
- Assisted in the organisation and onsite help for the 2018 GQ Men of the Year Awards
- Sourced, gathered, organised and returned multiple products for shoots/reviews from various PR companies and individuals
- Transcribed multiple high-profile individuals interviews for print and online. Along with personal transcriptions for the Editor-in-chief's latest book
- Researched previous articles from the Condé Nast archives along with putting together source material for Editors upcoming interviews

Relocation Support Services, Maidenhead — Team Assistant, Team Administrator

July 2014 - September 2015 &

July 2017 - September 2017

- Assisting 5 Client Account Managers with their portfolios of corporate and private clientele
- Managing 5 weekly calendars including viewing days which each minute was to be accounted for on the agendas, along with post-move management of properties with continued contact with the assignees and property management company
- Drawing up Tenancy agreements for Client Account Management whilst creating and updating company documents and templates for entire office use
- Managing and organizing my own portfolio of up to 50 Renewal cases, which involved, negotiations with the property management company/Landlord on our clients behalf
- Drawing up and Executing Tenancy Renewal Agreements, including all newly agreed terms

EDUCATION

Condé Nast College of Fashion & Design, London — Vogue Foundation Fashion Diploma

October 2017 - June 2018

DeMontfort University, Leicester — Creative Writing and Journalism (Undergrad, differed studies)

2015-2016

DMU Netball Vice Chairwoman from May 2016-November 2016

England Netballs University Netball Officer from May 2016-November 2016

