

# ETHAN CUMMING

Romford, London · 07519 093 767 · ethancumming@hotmail.co.uk

[linkedin.com/in/ethan-cumming-8a6880119](https://www.linkedin.com/in/ethan-cumming-8a6880119) · [ethancumming.journoportfolio.com](http://ethancumming.journoportfolio.com)

---

A highly skilled Content Editor and Copy Writer with a first class degree in English Literature and 2+ years' experience planning, writing, editing and proofreading web, social media and print content for the UK's largest news publisher. Having been promoted to lead the content team in just over a year, I am now seeking a new challenge where I can continue to master the written word while further developing my management skills and knowledge of search engine optimisation (SEO).

## EXPERIENCE

### AUGUST 2019 - PRESENT

**SENIOR CONTENT EDITOR**, REACH WORK (REACH PLC)

In addition to the duties and achievements detailed in the below Content Editor position:

- Designed and implemented a new job copy optimisation scheme which involved optimising adverts and delivering training to recruitment consultant clients.
- Generated average uplift of 16% in views per vacancy, 52% in applications per vacancy and 15% in dwell time for optimised job adverts (January - July 2020).
- Drove organic traffic to each site by writing and publishing short and long form articles, many of which now sit in positions 1-5 on Google and/or are included in featured snippets.
- Carried out keyword research and tracked organic rankings using Moz, Google Analytics (GA) and Google Ads.
- Took the lead on partnerships for one of the brands, developing new relationships and maintaining existing ones.
- Line management of one Content Editor. Delegated tasks, provided feedback on work, held weekly catch ups and appraisals.
- Worked collaboratively with other teams including sales, design, data and product to deliver seamless content, projects, campaigns, training sessions and events.

### JULY 2018 - AUGUST 2019

**CONTENT EDITOR**, REACH WORK (REACH PLC)

- Wrote and edited adverts for 3 niche job boards - *GAAPweb* (accountancy), *SecsintheCity* (admin & secretarial) and *TotallyLegal* (legal).
- Maximised response to job adverts, helping salespeople to win new business and renew contracts.
- Planned, researched and wrote a range of B2B and B2C content / copy including short news articles, long-form pieces, audience insight reports and more.
- Improved search engine visibility by optimising meta data, titles, tags etc.
- Increased brand awareness by writing articles for national and regional Reach PLC titles such as *The Daily Mirror*, *InYourArea* and *WalesOnline*, as well as for partners including *PQ Mag*, the *Institute of Legal Secretaries & PAs* and more.
- Grew the audience of each brand through planning, writing and posting social media content on LinkedIn, Facebook and Twitter.
- Supported the sales and marketing teams by creating sales sheets, tone of voice guides, internal training documents and other marketing collateral.

## **AUGUST 2017 - JULY 2018**

### **RETAIL SUPERVISOR, ELEMENT SKATEBOARDS**

- Supervised the sales team, ensuring everyone was aware of their daily/weekly sales targets and encouraging them to reach these goals.
- Opened and closed the shop, including cashing up and end of week paperwork.
- Merchandised product in store, using direction from head office as well as my own creativity to make displays.
- Acted as second or third in command, providing training to the sales team, answering customer queries and liaising with head office.
- Established customer requirements in order to direct them to appropriate product.
- Achieved daily and weekly sales targets, often exceeding KPIs.

## **EDUCATION**

### **SEPTEMBER 2014 - JUNE 2017**

#### **BA ENGLISH LITERATURE, FIRST CLASS HONOURS, UNIVERSITY OF ROEHAMPTON**

Notable modules:

- 'Reading the Digital' revealed to me new forms of literature that subvert traditional story-telling conventions through their form and content. Covering various types of digital literature such as Twitter fiction and hyper-texts, this module allowed me to explore a range of media that brought new life to literature.
- My enjoyment of Literature and Addiction arose partly from being a fan of authors like Bukowski, but also from the multi-disciplinary approach taken by the course leader. Often addressing psychology, sociology, theology and philosophy, this module highlighted to me the importance of literature as a social and cultural tool.
- After extensive research, I wrote an 8,000 word dissertation on the unconventional and overlooked literary prowess of journalist Hunter S. Thompson, situating my argument within the context of the 'Great American Novel'. The high mark (80/100) awarded for my work reflects not only the time, effort and hard work I fed into the project but of the passion and adoration I held for my specific subject and for literary study as a whole.

### **SEPTEMBER 2011 - JULY 2013**

#### **3 A-LEVELS, ALTON COLLEGE**

3 A-C A-levels including an A in English Language & Literature.

### **SEPTEMBER 2006 - JULY 2011**

#### **11 GCSES, BOHUNT SECONDARY SCHOOL**

11 A-C GCSEs including As in English and Mathematics.

## **ADDITIONAL SKILLS, QUALIFICATIONS & EXPERIENCES**

- 'Presenting with Impact' - a one-day presentation training course by The Method.
- 'SEO 101' - a beginner's training session delivered by SEO agency Semetrical.
- Experience using a content management system (CMS) and some exposure to WordPress.
- Very basic HTML.
- Experience using the Microsoft Office suite (Word, PowerPoint, Excel and Outlook) and Google Docs.
- Performed as a solo musician and as part of bands at charity events, concerts, talent shows and open-mic nights.