

## Personal Profile

## Key Skills

I am a results-driven writer with a passion for effective communication and a proven track record in English writing, copywriting, YouTube script production, and blogging.

I have developed a deep understanding of the market dynamics and trends, enabling the creation of compelling content that resonates with diverse audiences.

I am committed to delivering high-quality work within deadlines while maintaining a strong focus on achieving client objectives.

I guarantee that each piece of my content showcases a thorough grasp of intricate topics, enabling me to communicate them effectively to a wide range of audiences.

- ✓ Native English Speaker
- ✓ Team Leadership
- ✓ Team Training & Development
- ✓ Technical Writing
- ✓ Content Marketing
- ✓ AI Proficient

## Work Experience

### Copywriter / Content Creator (2018 – Present)

As a copywriter and content creator, I possess a proven track record of translating intricate concepts into engaging and accessible content. I am competent in researching any subject, any industry and being able to create professional results that will align with your specific requirements and standards.

Additionally, I have a strong command of curating both dynamic long and short-form content for major platforms including YouTube, TikTok, Twitter, and Instagram Reels. This holistic approach ensures that my content not only informs but also captivates, resulting in a comprehensive and immersive experience for the audience.

### Content Creation – Writer | Copywriter

I specialize in crafting comprehensive and technical articles tailored for diverse online platforms such as websites, blogs, social platforms and newsletters. My expertise lies in distilling intricate concepts into clear, step-by-step instructions and demonstrations. With a meticulous approach, I merge in-depth research with concise and engaging language, ensuring that readers not only grasp complex topics but also follow practical guidance effectively. From elucidating intricate subjects to providing hands-on tutorials, my articles seamlessly combine information and actionable insights, resonating with readers who seek both knowledge and practical application.

### Content Creation – Visual Storyteller | Videographer

I am proficient in creating captivating visual images and dynamic short and long-form videos tailored for a multitude of social media platforms. My expertise lies in translating complex ideas into easily comprehensible visual content that resonates with audiences. With a keen eye for detail, I ensure that each image and video not only conveys information effectively but also engages viewers on various digital channels. From eye-catching graphics that convey intricate concepts to engaging videos that demonstrate step-by-step processes, my work consistently combines creativity and technical prowess. Through compelling visuals and videos, I bring forth content that informs, entertains, and leaves a lasting impact across diverse social media landscapes.

### Social Media Strategist - Account Manager

With a proven track record as a Social Media Strategist and Account Manager, I possess a wealth of experience in orchestrating successful digital campaigns and maintaining engaging online presences across various platforms. My expertise encompasses the meticulous planning, execution, and optimization of social media strategies that drive brand awareness and audience engagement. Moreover, my proficiency extends to YouTube algorithm analysis, where I leverage data-driven insights to enhance content visibility and maximize organic reach. Through a combination of strategic thinking and an in-depth understanding of platform dynamics, I consistently deliver results by fostering vibrant online communities and ensuring content resonates effectively with target audiences.

# Work Experience Continued

## British Military (2002 – 2017)

### 42 Regiment - Royal Marines Commando

Served in the British Royal Marines for 15 years, demonstrating commitment, discipline, and teamwork. Progressed through ranks, including Marine, Corporal, Lance Corporal, Sergeant, and retiring as Staff Sergeant.

Undertook active duty in multiple overseas countries, fostering adaptability and resilience in challenging environments.

#### Military Courses:

- MTAC – Team Leader Level 1:

Developed essential leadership skills and techniques required for effective team management.

- MTAC – Team Leader Level 2:

Expanded upon team leadership capabilities, further enhancing supervisory and coordination abilities.

- MTAC – Team Leader Level 3 + Personnel Management Advanced Course:

Advanced leadership training encompassing personnel management, emphasizing strategic decision-making and personnel development

#### Civilian Courses

- CLAIT – Computer Literacy & Information Technology

#### The Strategy of Content Marketing University of California, Davis

The core strategies content marketers use to acquire and retain customers profitably. Specifically, how to develop, organize and implement a content marketing strategy, analyze and measure the effectiveness of content marketing, write compelling copy, use a strategic framework when writing, and build a professional brand and authority through content marketing.

\*Content Marketing \*Copywriting \*Writing

