

JASON PETERS

PERSONAL DETAILS

Name

Jason Peters

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SKILLS

- Writing
- Copyediting and Proofreading
- Content Strategy
- Grammar and Style Guidelines
- Social Media Management
- Data Analysis
- Conversion Rate Optimisation (CRO)

TECHNICAL PROFICIENCIES

SEO: SEMRush, Ahrefs, Google Analytics 4

Programming: HTML, CSS, Javascript

Web design: Adobe InDesign, Photoshop, Illustrator

CMS: WordPress, Joomla, Drupal

Project management: Asana, Jira, Google Suite

Editing: AP Style, Chicago Manual of Style, Grammarly

EDUCATION

Bachelor of Arts in English Language,
University of Edinburgh, 2017

Content Marketing, Hubspot Academy,
2023

Senior Content Writer with 5+ years of writing and editing experience, ready to excel in an Editor role. Adept at crafting engaging and error-free content while maintaining a keen eye for structure and style. Committed to delivering high quality work and collaborating effectively to enhance the overall content strategy.

WORK EXPERIENCE

Senior Content Writer, Mango B2B, London, 2020 - Present

Manage editorial calendars and create original, SEO-optimised content for blogs, articles, website pages, and external marketing campaigns. Collaborate with the marketing team to develop content strategies to increase website traffic and conversion. Edit and proofread content for grammatical accuracy, style consistency, and adherence to brand guidelines. Conduct thorough research to ensure the accuracy and credibility of the information presented.

- Promoted to Senior Content Writer within one year.
- Guided weekly brainstorming sessions, sparking innovative content ideas, and fostering a creative and collaborative atmosphere that increased engagement with the target audience.
- Successfully implemented an A/B testing framework for headlines and meta descriptions, leading to a 15% uplift in click-through rates.

Junior Content Editor & SEO Writer, Boohoo, Manchester, 2018 - 2020

Assisted senior editors in reviewing and refining content, ensuring alignment with the company's editorial standards. Collaborated with writers to provide constructive feedback and guidance for content improvement. Conducted final proofreading to eliminate errors and maintain a polished end product. Worked closely with design and marketing teams to maintain brand voice and messaging consistency. Contributed to the development and refinement of editorial guidelines.

- Played a pivotal role in optimising the content review process by implementing a comprehensive checklist for editorial standards and brand consistency.
- Initiated cross-functional collaboration between the content, design, and marketing teams to ensure a unified brand voice and messaging across all materials.
- Executed an in-depth content audit that identified and revitalised underperforming articles, contributing to a 20% overall improvement in organic search rankings.

ADDITIONAL EXPERIENCE

Freelance Content Writer, Upwork, 2019-2022

- Wrote over 150 articles, blog posts, and web content for various clients across different industries, including travel, food, and hospitality.
- Collaborated directly with clients to understand their specific needs and deliver tailored content solutions.
- Demonstrated ability to manage multiple projects simultaneously while maintaining high-quality standards.