



Pamela Dale-Rourke

Professional Profile

Dynamic and results-driven Content Writer with over 7 years of experience in creating impactful, SEO-optimised content across various platforms including websites, blogs, and social media.

Proven ability to engage diverse audiences through compelling narratives and a unique tone of voice tailored to each brand. Adept at utilizing content management systems such as WordPress to enhance online visibility and user engagement. Eager to leverage my strong communication skills and research capabilities in a long-term role within a reputable organization.

Personal Info

Work Experience

Play Therapist | Child in Mind (10/2016 – 08/2022)

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Play Therapist | Barnardos (01/2015 – 10/2016)

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Family Session Worker | OJs (05/2023 – PRESENT)

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Outreach Worker | Children's Centre (01/2010 – 01/2015)

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Parent Support Advisor | Leeds County Council (01/2005 – 01/2007)

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Service Lead for Schools | Child in Mind (10/2016 – PRESENT (Maternity Jan 2021 - Jan 2024))

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Education

Filial Therapy in Family Therapy | Manchester | 08/2019 Psychology and Criminology | University of Central Lancashire Play Therapy | Canterbury Christ University | Post graduate diploma Health & Social Care | Preston College | Advanced GNVQ

Skills

Content Writing



SEO-Optimised Content Creation



Content Management Systems (WordPress)



Content Strategy Development



Audience Engagement Strategies



Research and Analysis Skills



Exceptional Communication Skills



Attention to Detail



Project Management



Campaign Planning

