

# AMY MITCHELL-WHITTINGTON

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## PROFESSIONAL SUMMARY

An accomplished and detail-orientated content specialist with several years of experience in editing, content creation, and digital strategy.

## EXPERIENCE

AUGUST 2024 – PRESENT

### SENIOR EDITOR, CONTRACTOR – CONTENTSQUARE, FRANCE

#### Responsibilities:

- Edit and write ebook assets to align with brand style guide
- Write landing pages
- Edit explainers on website

OCT 2023 – PRESENT

### FREELANCE SENIOR COPYWRITER, AUSTRALIA

#### Responsibilities:

- Edit social media posts and blog posts.
- Write blog posts for company knowledge hubs, focusing on keywords and SEO optimization.
- Add blog posts, imagery, and links (internal and external) to WordPress.
- Develop content strategies that are aligned with marketing targets.
- Conduct keyword research to help companies inform their content direction.
- Optimise existing landing pages with SEO best practices.

APR 2022 – FEB 2023

### SENIOR COPY PRODUCER – WAYFAIR, GERMANY

#### Responsibilities:

- Developed and maintained the company's B2B copy style guide for the UK market and regularly maintained the B2C style guide.
- Collaborated with stakeholders and fellow copywriters to ensure consistency and adherence to brand voice.
- Crafted compelling marketing content to bolster lead generation and existing campaigns.
- Collaborated with key stakeholders in the marketing team to generate campaign concepts for quarterly performance marketing initiatives.
- Created content for and copy-edited landing pages, emails, push notifications, app assets, and promotional materials for emails, social media, and digital and print advertising.
- Conducted competitor analysis on marketing email subject lines and used findings to inform content hypotheses, which we then used to inform our future A/B testing.
- Worked with channel stakeholders to improve copy performance and ensure consistency and quality.
- Worked across multiple campaigns and markets (both B2B and B2C) simultaneously and managed multiple deadlines.

**DEC 2018 – APR 2022**

## **CONTENT MARKETING MANAGER – BLACKLANE, GERMANY**

### **Responsibilities:**

- Managed, wrote copy for, and edited the company WordPress blog site.
- Ensured all links and content were displayed correctly, troubleshooted, and fixed where necessary.
- Performed keyword research and analysis to develop content strategies that drove audience engagement and retention.
- Fact-checked all content on the company blog site.
- Used Google Analytics to track content and overall site performance and presented reports to the marketing team each month. This data then informed future content strategy and direction.
- Worked closely with the SEO performance team to optimise all existing and future blog posts to drive organic traffic to both the blog site and the company site.
- Managed a small team of remote freelance writers.

**MAY 2015 – JUL 2018**

## **JOURNALIST / PRODUCER – FAIRFAX MEDIA, AUSTRALIA**

### **Responsibilities:**

- Turned complex, technical concepts and ideas into engaging, easy-to-digest copy.
- Produced, subbed, and published colleagues' copy.
- Wrote headlines and fact-checked stories.
- Managed and curated the online homepage.
- Covered a range of topics including science, court, business, breaking news, education, and health.
- Developed social media strategy for metro digital news outlet Brisbane Times.
- Worked on outreach strategies to build and retain new audiences.
- Worked to tight deadlines in a fast-paced newsroom.

## **PROFESSIONAL SKILLS**

- Microsoft Office suite; advanced knowledge of Word and Excel
- SEO principles and content optimization
- Researching and fact-checking
- Competent with CMS WordPress
- Building and maintaining style guides as living documents

## **EDUCATION**

- **BACHELOR OF JOURNALISM**, GRIFFITH UNIVERSITY, 2014
- **BACHELOR OF FILM AND SCREEN MEDIA**, GRIFFITH UNIVERSITY, 2007