

AMY MITCHELL-WHITTINGTON

PROFESSIONAL SUMMARY

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

EXPERIENCE

JUNE 2025 – PRESENT

CONTENT STRATEGIST – DRIVEN, BRISBANE

Responsibilities:

- Help shape monthly social content direction and strategy.
- Develop content calendars for LinkedIn, Facebook, Instagram.
- Conduct interviews to write client-specific articles.
- Write social copy.
- Create design briefs.
- Coordinate posting schedules across multiple brands and channels.
- Prepare monthly content performance reports, with recommendations to apply insights for future content direction.
- Manage clients.

AUGUST 2024 – PRESENT

EDITOR – CONTENTSQUARE, REMOTE

Responsibilities:

- Write and edit ebook assets and guides.
- Write and edit landing pages.
- Edit explainers on the company website.
- Ensure all copy aligns with the brand style guide.
- Write and edit SEO copy.

OCT 2023 – PRESENT

FREELANCE 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 and Contentful.
- 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
- Writing long-form and short-form copy, including headlines, extracts, website copy, articles, social media copy, in-app copy, paid advertising copy, and TVCs
- SEO principles and content optimization
- Content strategy
- Campaign copy development
- Brand storytelling
- Researching and fact-checking
- Advanced knowledge of WordPress, Hubspot, Meta, and Contentful
- Advanced knowledge of monday.com, Trello, Jira

- Sound knowledge of Figma and Canva
- Building and maintaining style guides as living documents

EDUCATION

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