



Amy Mitchell-Whittington

Senior Content Writer

ABOUT ME

I'm a senior content writer and freelance journalist with a passion for storytelling and data visualisation.

EDUCATION

Griffith University, Australia

Bachelor of Journalism ('14)

Major: International relations and economics

Bachelor of Film + Screen Media ('07)

Major: Cinematography

PROFESSIONAL SKILLS

- Native English speaker
- German A1.2
- Homepage editing
- sub-editing
- Research and fact-checking
- A/B testing
- News and feature writing
- Creative writing (newsletters, campaigns, native advertising)
- Social media content (Instagram, Twitter, Facebook, LinkedIn)
- Video production (logistics, scripting, filming, editing)
- Excel + Google Sheets
- WordPress
- Canva
- Google Analytics
- SEO
- Google Adwords (beginner)
- R + RStudio (beginner)

INTERESTS

- Data storytelling
- Food history
- Swimming
- Hiking

AWARDS

QLD New Journalist of the Year ('18)
Queensland Clarion Awards

CONTACT

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PROFESSIONAL EXPERIENCE

SENIOR COPY PRODUCER - Wayfair

Berlin, Germany (April '22 - Feb '23)

Wayfair is a global e-commerce company that sells furniture and home goods.

- Collaborated with designers to create copy for web and mobile app-based assets.
- Developed B2B email templates to improve customer journeys.
- Wrote and edited copy for: push notifications, app assets, emails, homepage and landing pages, SEO, Google Display ads, and paid social.
- Conducted competitor analysis and used findings to inform content hypotheses and test them with A/B testing.
- Developed the B2B copy style guide and supported B2C style guide updates.
- Work with channel stakeholders to improve copy performance.

CONTENT MARKETING MANAGER - Blacklane GmbH

Berlin, Germany (Dec '18 - April '22)

Blacklane is a global chauffeur company based in Berlin.

- Managed, wrote, and edited travel-based web and mobile content.
- Performed keyword research and analysis to drive content engagement and retention.
- Tracked site performance across social, CRM, and direct-access platforms.
- A/B tested native advertising copy in order to meet company targets.
- Managed a small team of remote freelance writers.
- Drove the content strategy for the company blog based on performance metrics and company goals.

JOURNALIST + PRODUCER - Fairfax Media

Brisbane, Australia (May 2015 - July 2018)

Fairfax Media merged with Nine Entertainment Co. in 2018.

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

FREELANCE JOURNALIST - Blank Magazine

Gold Coast, Australia (Jan 2014 - May 2015)

- Pitched and researched story ideas.
- Wrote articles for the magazine's environmental section.