

ASHLYN MCGARRY

COPYWRITER & DIGITAL MARKETER

CONTACT

10430 737 338

ashlynjmcgarry@gmail.com

EDUCATION

**BACHELOR OF ARTS
(PROFESSIONAL WRITING &
PUBLISHING)**

Curtin University

2017-2020

**CERTIFIED DIGITAL MARKETING
PROFESSIONAL**

Digital Marketing Institute

June 2020

SACE / YEAR 12 COMPLETION

Cardijn College

2010 - 2014

SKILLS

- Copywriting
- Social media management
- Digital & social media content development
- SEO optimisation
- Editing & proofreading
- Multitasking
- Adaptability
- Strong communication
- Teamwork
- Problem solving
- Brand building & maintenance
- Excellent time management

REFERENCES

Provided upon request.

SUMMARY

I am an experienced Copywriter and Digital Marketer with a passion for creating tailored content, both written and digital, for traditional and social media platforms.

WORK EXPERIENCE

DIGITAL MARKETING CO-ORDINATOR

REDARC ELECTRONICS

2020 - Present

- Management of REDARC's public social media channels (Facebook, Twitter, LinkedIn and Instagram) and online presence via ambassadors and influence
- Copywriting for both online and traditional media publications including social media copy, long form articles, technical content press releases, internal business communications and blog content.
- Ideation and creation of engaging digital content across written, imagery and video content.
- Development and maintenance of content calendars and plans.
- SEO implementation and optimisation of written content.

RECEPTIONIST

REDARC ELECTRONICS

2018 - 2020

- Assisting customers via phone, email and in person.
- Working alongside REDARC's Customer Service Team and the wider business to provide exceptional customer experiences.
- Assisting employees with tasks and questions as needed.
- Purchase order creation and receipting.

RECEPTIONIST

PHYSIO ALIVE

2015 - 2018

- Booking and rescheduling customer appointments.
- Taking payments, cash handling and account management.
- Creating and editing website copy and content.