

AMEIRA YANNI

• copywriter •

ABOUT ME

I am a driven individual with a passion for the arts. With a degree specialism in Creative Writing, I write compelling, unique and clear copy that jumps off of the page. My experience in the dramatic arts makes me highly skilled in both a group environment or working as an individual. As someone who can identify the need of customers for effective solutions, I'm committed to high-quality service that ensures a positive experience and excellent results.

EDUCATION

2017 - 2020 • The University of the West of England

BA (Hons) Drama with Creative Writing: **First Class**

SKILLS

User-focused Copy
Microsoft Office
Communication
Public Speaking
Social Media
Creative Writing
Knowledge of SEO
Interpersonal
Time Management
Adobe Cloud

References available upon request.

RELEVANT PROFESSIONAL EXPERIENCE

**More professional experience available upon request.*

2020 **Sparta Health**

Associate of the Sparta Health Writer

Within this role I have been tasked to extensively research and write articles about health and well-being. This freelance position has given me experience in writing to a deadline, using focus words and sticking to a pre-arranged word limit. I have also conducted interviews for my articles.

2020 **Only A Northern One**

Voluntary Review Writer

This role requires me to review one new music release a week, following a varied word limit dependant on whether the item is a single, EP or album. This role has enhanced my ability to write in the voice and style of an existing company whilst still bringing my own flair to the articles.

2017-2020 **The Bish Bosh Bash (Improvised Comedy Show)**

Marketing Manager

I was tasked to create the marketing voice of the start-up company and I created and ran their social media page. I edited cast interview videos and bloopers as part of the marketing strategy I made. I also wrote and edited blog posts to promote the show. This role strengthened my interpersonal skills and boosted my ability to think quickly on my feet.

2016 **Amazon**

Administrator

Within this role I was tasked to input data from existing Amazon employees into an Excel spreadsheet, sort through all of the new and existing files and call numerous people among other administrative responsibilities. Although only temporary, the position increased my confidence in the Microsoft Office packages and perfected my telephone manner.

ACHIEVEMENTS AND CHARITY WORK

2020 **Copywriting Course**

Online Course (with certificate of completion)

I completed a copywriting course which covered SEO, features and benefits, white papers, press releases, case studies and online marketing, as well as an in depth lecture on writing tools such as AIDA and PAS.

2018-2019 **Dean's List**

The University of the West of England

Due to exemplary performance and excellent achievement within my university programme, I was placed on the Dean's List of Excellence.

2013 - **Charity Picnic Volunteer**

2020 Salsa Mish

I have been volunteering at the Salsa Mish Charity Picnic for many years now. I have been tasked to set up, clear up, sell raffle tickets, work the front desk and run the face painting stall. In order to do all of this effectively, my time management skills had to be exceptional.