

## **CV: Georgina Torbet**

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website: [www.georginatorbet.com](http://www.georginatorbet.com); portfolio: [www.clippings.me/georginatorbet](http://www.clippings.me/georginatorbet)

### **Profile**

Freelance writer and editor with a background in academic psychology. Proficient in creating corporate blog posts, SEO-optimised copy, and advice articles, and in social media management.

### **Experience**

**Content Writer**, *Geoff Walters Marketing*. Nov 2015 – present:

Writes blog posts and longer-form pieces for various clients on topics including health care, food and lifestyle, business and entrepreneurship, and technology.

- Receives good feedback on quality of writing, communication skills, and reliability.
- Gained a reputation for consistently meeting deadlines, and was assigned to projects where reliability was a concern for the clients.

**Copywriter**, *Sélection Prestige GmbH*. Oct 2015 – present:

Provides blog posts, SEO-optimised copy, product descriptions, social media management, and newsletters for a drinks website focused on hip hop fans.

- Took over social media management for the entire UK site.
- Grew Facebook and Twitter followers by 200% over a three-month period.
- Reorganised the UK blog and set up a regular posting schedule full of post ideas.

**Content Writer**, *Inomics.com*. Jan 2015 – present:

Writes advice articles for academics, including students and senior researchers. Covers careers advice, study tips, technology/app recommendations, and language learning.

- Wrote the site's two most popular ever articles, shared hundreds of times on Facebook.
- Wrote university rankings which resulted in a ten-fold increase in search traffic to the site.

**Proofreader**, *RFID im Blick*. Oct 2014 – present:

Provides proofreading and English corrections for a technology industry trade journal.

- Received positive feedback on exceptionally fast turnaround times and good reliability.

### **Languages**

- **English** native speaker
- **German** good working knowledge (B1/B2 level)

### **Skills**

- Web development, including knowledge of HTML, CSS, Javascript, and jQuery
- Adobe Photoshop and image editing

### **Education**

2011 – 2014: **PhD Psychology**, *Berlin School of Mind & Brain, Humboldt-Universität zu Berlin*

2009 – 2011: **MSc Cognitive Neuroscience**, *University College London*

2003 – 2006: **BA Philosophy**, *University of Southampton*

### **Professional Training**

- Trained at Humboldt Graduate School in Scientific Writing, Writing Review Articles, and Grant Application Writing