

Cara Curtis CV

Contact

caracurtis7@gmail.com
cara-curtis.com
07465 414341

Education

First-Class Honours Bachelor
Degree in Journalism at London
Metropolitan University

Work Experience

The Next Web: June 2018 – Present

Writer, Editor, and Content Curator

At The Next Web I build and manage community engagement platforms, curate the daily and monthly newsletter, produce long and short form content, and manage our editorial interns.

My copywriting work here has varied, from profile interviews, to how-to guides, and short-form news, newsletters, and promotional content. In my articles, I've focused on topics including online culture, diversity, tech's role in death, and general tech news. My work has questioned the ethics of tech's disruption in various industries, from artificial intelligence, to hiring, and the death industry.

I also work with freelancers, contributors, and syndication partners to bring in a new range of topics to grow TNW's community and readership. Since taking this over late last year, readership has increased tenfold. I've introduced new topics to the platform including science and space, programming, and UX design, among others. Part of my responsibility here is to ensure freelance writers and interns follow our tone of voice and SEO guidelines.

Alongside this, I manage and curate TNW Answers, where I invite industry leaders to answer questions live from our readers. Since joining, I've turned this previously low-engagement platform into a unique space for sourcing original articles. As part of my community responsibilities, I edit and write TNW's newsletter, Byte Me, a feminist tech and media monthly newsletter, and the daily tech news newsletter, Big Spam.

OnePulse: June 2017 – June 2018

Content Marketing

OnePulse is a real-time consumer insight research app based in the UK and US. My role was to grow the community through the platforms surveys, a.k.a. 'Pulses' — a series of questions that pick the brain of users to learn human behaviours for clients such as Coca Cola, Heineken, and Google.

My other responsibilities included creating social media content for B2C channels, and co-managing the OnePulse community across multiple platforms.

Cocoa Runners: March 2017 – June 2017

Marketing and Operations

I researched and wrote website content across all pages and contributed to Cocoa Runner's social media platforms; particularly Instagram. Alongside this, I managed customer service, and was responsible for other website admin work including writing and gathering product information from suppliers.

King Content: December 2016 – March 2017

Junior Content Strategist

Working closely with clients to provide content audits and re-writes to increase their engagement and users' experience across all platforms. I worked with the marketing and strategy team to create editorial projects with B2B and B2C brands. We worked on content strategies aligned with the clients' business goals and planned and developed content, style, and layout across multiple campaigns and digital platforms.