**Danny Instrell**

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As a results-driven copywriter, I’m eager to use my copywriting diploma to kick-start my copywriting career. I have a range of technical skills in marketing and copywriting such as SEO, social media marketing, using Canva and Squarespace, problem solving, and persuasive writing. I am eager to find a copywriting role where I can use my existing skills whilst learning new ones to progress my career.

**Education**

**College of Media and Publishing:** 12/2020 – 08/2021

Level 4 Diploma in Copywriting

**Guiseley School Sixth Form:** 09/2020 – present

A-Levels: Business, Economics, Geography

**Guiseley School:** 09/2015 – 08/2020

**Skills and achievements**

**Copywriting**

* Writing informative and persuasive content
* Writing SEO-friendly content to increase search engine rankings
* Using copywriting skills to write website copy
* Increasing social media presence by writing social media copy
* Proofreading copy and general content
* Good spelling and grammar

**Making and posting content**

* Making websites with Squarespace
* Editing content and making ads using Canva
* Posting ads and writing captions on Instagram
* Making Instagram accounts

**Using Microsoft apps**

* Using Excel to make graphs, present data, manipulate data and make lists
* Making and presenting work using PowerPoint
* Using Word at school every day and using it at home to write copy with
* Organising and collating work using OneDrive and Office

**Researching**

* Finding keywords by using Google Trends and hashtags
* Collecting quantitative and qualitative data to come to an informed and reliable conclusion to complete projects
* Conducting surveys and processing data to carry out market research and complete projects at school

**Experience**

After finishing my copywriting course, I made some copywriting spec ads and a website to present them with.

* Writing a marketing email to promote the e-Assessment Association conference in London
* Writing marketing content and spec ads for my portfolio
* Making spec ads for my portfolio using Canva

Website/portfolio – <https://instrellcopywriting.co.uk/new-page>

I have also done some voluntary work for the Dales Young Rangers to help preserve the Yorkshire Dales National Park.