

I am an experienced and versatile content specialist with extensive knowledge of SEO best practices and how AI can be utilised in the creation and optimisation of content and business processes.

During my already varied career, I have put my background in excellent and accurate writing to use as a journalist (the subject of my degree), marketeer and ChatGPT prompt designer.

I have shown excellent spoken, as well as written, communication skills at work. I thrive when posed with problems and work equally as comfortable on my own as in a team.

## Experience

### March 2021 - Present: Content Coordinator with Monster Group (UK), Technical and Development Coordinator with Yavolo

- Leading the production of written content for a new marketplace including category descriptions, blog posts and page content with an emphasis on SEO optimisation and ChatGPT use.
- Coordinated the design of web pages for the new marketplace. Currently spearheading the testing process for all completed development work.
- Helped grow and maintain Magento 2-based MonsterShop using SEO techniques. Oversaw SEO aspects of transition to Shopify operating system. Used Hotjar and GA4 to understand customer movements, establish bug fixes and improve the customer experience.
- Part of a development team working, using OpenAI APIs and PHP databases as well as carefully crafted ChatGPT prompts, to fully automate customer service ticket processing and responding.
- Assisting Head of IT Department in the maintenance of all IT equipment and processes within the office and warehouse spaces both in the UK and abroad.

### February 2019 - March 2021: Editor of Rugby League World Magazine

- Led a team of four staff, plus freelance writers, in the production of a monthly magazine, coordinating deadlines and monitoring production progress from commission to print.
- Commissioned and edited all written content to a tight deadline and with an eye for accuracy.
- Designed front covers and feature spreads, creating a dynamic final product.

### August 2017 - March 2021:

### Assistant to Production Editor and NRL Correspondent for League Express Newspaper

- Worked in a team of three designers adhering to a strict production deadline.
- Wrote engaging and insightful match reports and compiled detailed statistics on all NRL matches.

### October 2015 - July 2017: Three separate workplace experiences within rugby league journalism

## Software Skills

Microsoft Office and Windows, ChatGPT, Magento, Shopify, Wordpress, Squarespace, Hotjar, GA4, Google Search Console, Semrush, Adobe Suite, Asana, Make, RemotePC, Zoom

## Education and Qualifications

**BA Journalism - 2:1:** University of Huddersfield - July 2017

**A-Levels:** Maths - C, Music - C, Government and Politics - D; **GCSEs:** 10 A\*-B Grades

**Music:** Trinity Grade 8 Music Theatre, ABRSM Grade 6 Oboe, ABRSM Grade 5 Music Theory

## Interests

- I am a founder member of Lindley Running Club in Huddersfield but am currently running with York Postal Harriers. I have completed close to 250 parkruns and am a 3:01 marathon runner. I'm also a qualified Leader in Running Fitness.
- I'm currently singing with York Musical Society. I previously performed in the Royal Albert Hall at the BBC Proms in 2018 with Huddersfield Choral Society.

\*References are available upon request