

Lilachbullock

CONTENT WRITER & EDITOR

A professional writer with over 5 years experience developing copy content that effectively engages and builds digital audiences. Known for being a team player and an asset to any brainstorm session. Looking for work opportunities where I can improve as a writer and editor.

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WORK EXPERIENCE

Content Writer & Editor

Studio Shodwe / May 2021 - Present

- Wrote, reviewed and edited eye-catching content across all platforms, including (but not limited) to advertising, websites, social media, email newsletters, brochures and direct mail.
- Ensured all copy was accurate and of the highest editorial standards and maintained the brand's tone of voice.
- Contributed to creative brainstorms for campaign activations, events and marketing content.

Content Writer

Salford & Co. / April 2019 - April 2021

- Created informative, engaging and shoppable articles based on current trends and new products.
- Published five articles each day, reporting to multiple editors.
- Twice voted by peers for the monthly "Team Player Award".

Content Writer

Salford & Co. / April 2018 - April 2019

- Published eight articles each month, wrote well-structured press releases and developed media backgrounders.
- Worked under tight restraints and never missed a deadline.
- Worked with the marketing and graphic design teams to create social media content.

Junior Content Writer

Arowwai Industries / April 2017 - April 2018

- Wrote all internal communications content.
- Tested content to ensure it was easy to understand and find.
- Worked with subject matter experts to edit articles into plain language.



EDUCATION

Bachelor of Creative Writing (Honours)

Paucek and Lage / 2017

Foundations in Copywriting Certificate

Salford & Co. / 2019

Business Innovation Certificate IV

Wardiere Inc. / 2017



TECHNICAL SKILLS

Writing and Publishing Applications

- CMS: Borcelle, Fauget, Fradel and Spies
- Word processing: Ingoude Company and Keithston and Partners
- Other tools: Salford & Co., Warner & Spencer

Project Management and Systems

- Task management: Fradel and Spies, Fauget
- CRM: Warner & Spencer, Thynk Unlimited



AWARDS

Fiction

- 2019 Winner Murad Naser Short Story Prize
- 2019 Chidi Eze Short Story Award - 2nd
- 2018 Jamie Chastain Memorial Award - Honourable Mention

Non-Fiction

- 2021 Borcelle Media Writers' Fellowship
- 2020 Any City Writers' Centre Prize for a New Non-Fiction Essay