

# Amy Lavelle

## Areas of Expertise

Feature writing

Blog writing

Sub-editing

Proof reading

SEO copywriting

Social media

## Education

### **NCTJ Diploma in Magazine Journalism.**

*City College, Brighton*  
2010

### **English Literature, BA Hons.**

Roehampton University  
2006 – 2009

**A-levels in Psychology, English Literature, Classical Civilisation, Religious Studies.** Brighton College  
2003 – 2005

**10 A\* - C grade GCSEs.**  
Burgess Hill School For Girls  
1992 – 2003

## Personal Details

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Portfolio: [amylavelle.com](http://amylavelle.com)

## Skills

Excellent writing, grammar and sub-editing skills

SEO copywriting

Teeline shorthand - 80wpm

## Personal Summary

A professional writer with experience of working for print and digital publications. Capable of working as both a staff and freelance writer, in journalism and copywriting. An experienced editor with a strong history of managing a team of freelance writers and photographers. Self-motivated with proven experience of consistently providing strong copy to tight and demanding deadlines.

## Work Experience

### **Current status**

Freelance writer, primarily interested in writing culture and lifestyle pieces, which is where my background lies. However, I enjoy and am adept at going outside of my areas of expertise to report on a variety of topics, ensuring I don't confine myself to certain areas and experiences.

### **Style In View ([www.styleinview.com](http://www.styleinview.com))**

#### **Content Manager and Writer: January 2013 to September 2013**

As content manager and writer at Style In View, it was my job to identify the key trends and ensure this was reflected on the site; create and establish a brand identity through the written content (blog and on-site SEO copy); and promote and raise brand awareness through the use of various social media platforms. My main duties included:

- Weekly blogging of news and trends to drive traffic to the site
- SEO on-site copywriting
- On-site product placement to reflect current trends
- Guest blogging for other blogs and websites
- Managing social media platforms and heading campaigns
- Working closely with PR agencies to help raise brand awareness
- Networking at key events to raise brand awareness
- Creating collections based on celebrity style and fashion trends
- Managing and monitoring community functions on site
- Writing press releases

### **Spindle Magazine**

**November 2009 to March 2013**

**Editorial Director: June 2012 – March 2013**

**Commissioning Editor: January 2012 to June 2012**

**Music editor: September 2010 to January 2012**

**Music writer: November 2009 to September 2010**

Spindle Magazine is a fashion, music and art magazine that started as a print publication, before re-launching as an online magazine. Having been involved with Spindle from the very beginning of the magazine, I have had a number of roles, starting as a music writer, before going on to work as music editor and commissioning editor, then being promoted to editorial director. As such, I was one of a core editorial team and largely in charge of all the content in the magazine and on the site, initiating ideas for content and commissioning work from a team of freelance writers and photographers. My responsibilities included:

- Filing copy on music, art and fashion
- Working with the editor-in-chief to produce the magazine
- Heading a team of writers and photographers
- Commissioning articles for the magazine and website

Extensive experience of working on various CMS platforms

Working knowledge of InDesign

Basic knowledge of Photoshop

Working knowledge of basic HTML

Proven experience of working efficiently to tight and demanding deadlines

Very organised and self-motivated

Capable of working within a team and on my own to reach targets

**Hobbies**

Reading

Travel

Homebrewing cider

Playing clarinet

Swimming

- Responsible for updating the website with daily content
- Sub editing the magazine and website
- Sustaining close working relationships with PR agencies
- Managing social media campaigns
- Community and press event planning

### **Holiday Weather**

#### **Content Editor: January 2012 - January 2013**

Having provided copy for Holiday Weather on a freelance basis, I was later hired as copy editor, having sole responsibility for the content on the website, commissioning work from a team of freelance writers working remotely, whom I hired and managed. In order to meet set targets, it was my job to ensure the site was updated daily with fresh, accurate SEO copy and to initiate and implement new features and ideas, including a 'news' section on the site, that covered everything from guides on essential travel information to covering any on-going weather incidents that could potentially affect tourists. My responsibilities included:

- Editing and updating content across the site
- Meeting targets set to maintain high Google rankings
- Sourcing and hiring a team of freelance writers
- Commissioning articles and SEO content
- Managing basic financial accounts
- Sub editing and maintaining the in house content style and tone
- Creating and maintaining web content pages using HTML
- Monitoring and analysing website traffic
- Maximising online presence through social media

#### **Freelance Copywriter: 2011 - 2012**

As a freelance copywriter, I provided tight, SEO copy for a variety of companies. As a result, I covered a range of subjects, including sport, travel, medical issues and specialist insurance policies. I also worked with both established brands and start up companies, building brand identity and writing specialist product information. Companies saw sales increase as a direct result of my work. This involved working to demanding deadlines, using different custom CMS platforms.

#### **Freelance Journalist: 2006-2010**

After obtaining internships for various magazines, including MOJO, I worked as a freelance journalist throughout my degree and postgrad, contributing to various magazines, papers and websites. These included Record Collector, The Argus and Source Magazine.