

# Caitlin Mckenna



## Address

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United Kingdom

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## Links

[Portfolio](#), [LinkedIn](#)

## 01 PROFILE

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Versatile writer, content creator, and event facilitator. A passionate and dedicated employee with a wide range of experience in marketing, administration, and creative industries.

## 02 EMPLOYMENT HISTORY

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05/2023 – Present

### Freelance Writer at Auctus Digital

Remote

Conducting research on a wide array of topics and crafting engaging listicles  
Sourcing images, editing, proofreading, and expending on multiple test articles a week for an online American audience

09/2022 – Present

### Bone Down LAG Founder

Leeds

Founded a literary affinity group, hiring and managing a committee of volunteers.  
Organised and coordinated a range of events including showcases, open mic nights, educational, workshops, and social activities.  
Managed a range of social media accounts, created graphics/content, booked artists, and handled all PR and communication.

10/2021 – 12/2022

### Associate Writer at P&B Social

Manchester (Hybrid Remote)

Created successful content (affiliate articles, listicles, trending, and news) using WordPress.  
Edited copy, proofread, and utilised SEO and trending topics for an audience of over 11 million international Facebook fans. Conducted my own research on trending topics, entertainment, and pop culture news.  
Worked to strict deadlines to produce multiple articles a day (30+ a week).

04/2021 – 06/2021

### Assistant Manager at Ragamuffins Cafe

West Malling

Planned and executed a launch for a new business and built up a regular customer base to ensure continual growth and success.  
Created promotional material, handled marketing, digital customer service, and performed administrative tasks.

## 03 EDUCATION

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Sep 2020 – Sep 2021

### Leeds Trinity University

Leeds

MA Creative Writing  
Graduated with a Distinction

Sep 2017 – Sep 2020

### University of Leeds

Leeds

BA English Literature and History  
Graduated with 2.1

## 04 SKILLS

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Social Media

Content Creation

Digital Marketing

Event Management

SEO Copywriting

Administration

## 05 FURTHER EXPERIENCE

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February - April 2021

Leeds

### Junior Copywriter at Luxury Flooring and Furnishing

Created, long, short, and micro form copy for website pages, product descriptions, meta data, instructional guides, backlink blogs, and more.

November 2020 – Present

Leeds

### Poet and Spoken Word Performer

Hosted a variety of virtual and in-person events and collaborated with local events companies.  
Performed at festivals, open mics, universities, and showcases across the UK  
Built up a social media presence of over 8500 followers over the last year with continual engagement  
Published page poetry internationally