

# BRAD DAVIS

+44 7938 409 990

BRAD@GELCOPYWRITING.COM

WWW.GELCOPYWRITING.COM

## WORK EXPERIENCE

### Founder

GEL COPYWRITING | AUGUST 2018 - PRESENT

I have my own copywriting business, where I write engaging SEO content for numerous digital agencies and small businesses including SIXGUN, West Legacy Group, BananaLab, Bookwell, Near Me Real Estate and Spotzer.

### Content Writer

STAMP ME LOYALTY SOLUTIONS | JANUARY 2019 - PRESENT

I create content around loyalty marketing, mobile app-based rewards programs, and techniques aimed at increasing brand loyalty and customer retention. I write articles and whitepapers to generate more traffic to the company website, and build links that help to spread brand awareness.

### Assistant Tour Director & Communications Officer

TDA GLOBAL CYCLING | 2017 - 2019

I created content (blogs, images and video interviews) to post on the company's social media channels while assisting with general tour duties like navigation, scouting, meal preparation, vehicle support, coordinating with restaurants and hotels, and so on. I worked on five tours – Cairo to Cape Town, Madagascar, Shanghai to Singapore, Dublin to Copenhagen, and Helsinki to Lisbon.

### Subeditor & Journalist

SEVEN WEST MEDIA | 2016 - 2017

I was responsible for editing, proofreading, fact-checking and writing content under very tight deadlines before going to print. I also managed the newspaper's web content, collated weekly e-newsletters and digital magazines, sourced and allocated stories, conducted interviews and numerous other editorial responsibilities.

### Content Writer

WLK HOLDINGS | 2014 - 2016

I sourced, researched, wrote, edited and published news articles on trending current affairs for social media circulation (750,000+ unique visitors per month at its peak).



## PROFILE

I've been extremely fortunate to see a lot of the world, and accomplish a few things to be proud of. I consider myself a content writer first and foremost, but I've also developed a sound understanding of digital marketing practices, social media engagement, and the technical side of SEO. I'm confident that my diverse work and life experience makes me an asset to any employer looking for someone who is eager to learn new skills, and quick to adapt to any environment.

## SKILLS (AT A GLANCE)

WRITING (EDITORIAL & CREATIVE) // CMS PUBLISHING // DESIGN // LOYALTY MARKETING // SEO // SOCIAL MEDIA MARKETING // EDITING // EVENT MANAGEMENT // TOUR GUIDING, LOGISTICS & COORDINATION // FILM-MAKING // INTERVIEWING // RESEARCH // PROJECT MANAGEMENT

## EDUCATION

**Edith Cowan University 2009-2013**

BACHELOR OF COMMUNICATIONS | PERTH, AUSTRALIA

**Carleton University 2011**

COMMUNICATIONS STUDIES | OTTAWA, CANADA