

An entrepreneurial, innovative copywriter with extensive experience in writing for the surfing and surf tourism industry, specifically with surf camps, surf schools, surf retreats and surf houses. Highly skilled in providing accurate and effective services to clients, establishing and cultivating relationships through consistent communication and project turnaround. I can oversee all facets of a project lifecycle from inception to completion and implement strategic process improvements to facilitate continued growth and development.

### Areas of Expertise include:

- Content Creation & Article Writing
- Client Relationship Management
- Administrative Operations
- Communication & Reporting
- Cross-Functional Collaboration
- Business Development
- Product Lifecycle Management
- Project Management
- Process Improvement

## Professional Experience

**Southwest Surf House • France • April 2019 – Present**

### FREELANCE COPYWRITER

Leverage keywords to create blog articles for client target segments. Communicate with owner Raff to outline strategies and overarching objectives, developing and implementing innovative copy.

### Key Accomplishments:

- Improved the SEO and readability of the company website to attract prospective clients.

**Pacific Surf • USA • March 2019 – February 2020**

### FREELANCE COPYWRITER

Develop blog articles and articles, among other documentation designed for their brand. Curate content in English for distribution internationally, facilitating relevant consumer outreach.

### Key Accomplishments:

- Created effective communications based on varying needs and distribution channels.

**Rapture Surf Camps • Portugal • May 2019 – Present**

### FREELANCE COPYWRITER

Create article content for surf camps in five locations around the world. Research and evaluate trends and social situations to produce relevant, cutting-edge content for readers.

### Key Accomplishments:

- Increased readership and commitments, resulting in increased business.

**Sahara Surf • Morocco • September 2019 – Present**

### FREELANCE COPYWRITER

Author creative, entertaining web content and emails for surf guiding company in Morocco.

### Key Accomplishments:

- Maintained client interests through developing relevant and effective outreach content.

## Education & Training

Write Yourself Alive, Writer Rebellion, Online, 2015

**Degree in Real Estate Studies – Client Relations, Sales & Marketing Strategies**  
REAL ESTATE INSTITUTE OF AUSTRALIA | New South Wales | 2012