



PATRICK O'LOUGHLIN

Content Producer

CAREER SUMMARY

Freelance Copywriter and Content Marketer

Patrick O'Loughlin Copywriting
September 2018 - Current

- Working with small, medium and large businesses to develop innovative online content
- Social media content to build brand awareness and product conversions
- Detailed keyphrase research for SEO integration in web content
- Copy editing of written content
- Design of visual mediums (such as newsletters) and integration of copy

Senior Content Writer

Arq Group
July 2018 - September 2018

- Creating long and short-form content for businesses targeted at consumers
- Developing and modifying content to cater for SEO
- Developing content marketing strategies for content campaigns to maximise conversions
- Liaising with and collaborating with clients both intra and interstate
- Researching trends to ensure greater audience recognition

Communications for Academic Purposes Tutor

UniSA College
February 2017 - July 2017

- Teaching students the fundamentals of a wide range of writing styles, including self-editing and copywriting
- Maintaining the standards of a class of students over the course of a semester
- Consulting students to ensure development occurs where needed
- Critically assessing and marking the works of students
- Teaching unfamiliar material to students in a way that is accessible

Content Producer

Adelaide Review
February 2017 - May 2017

- Proof reading and copyediting pieces read by 160,000 readers every month
- Researching stories and fact-checking new pieces
- Conducting interviews and transcribing
- Writing articles for distinctive categories on the magazine's website
- Writing content for the print edition, 20,000 copies of which are in circulation every month

EXPERIENCE

Columnist and Subeditor

Empire Times Magazine
July 2016 - June 2017

- Working closely with editors to prepare and write a feature length monthly column
- Editing to ensure submitted articles are of a publishable standard.
- Working to strict deadlines.
- Editing articles of a wide variety of writing styles and competencies.

A BIT ABOUT ME

A wordsmith on an eternal quest for knowledge. I enjoy the savour writing in diverse styles for varied clients. On weekends you can find me playing overly complex board games - new players always welcome.

EDUCATION

University of Adelaide

-Honours in Media
2012
-Bachelor of Media/Arts
Majoring in English/Anthropology
2008-2011

Flinders University

-Doctor of Philosophy: Creative Writing
Topic: Ethical depictions of schizophrenia in science fiction

SPECIALIZATIONS

Google Analytics certified
Google Adwords certified
Facebook Ads
Facebook Business Manager
Adobe Photoshop
Adobe Premiere Pro
Wordpress management
Cooking a mean lasagne

CONTACT INFORMATION

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Referees available on request