



Hilary Simmons

writer / copywriter / editor

I am a media arts graduate with a flair for words, an eye for detail, and excellent written and verbal communication skills. I have extensive experience writing feature articles, news stories, website copy, blog content, email newsletters, press releases, direct mail-outs, sponsored editorial, brand communications, social media posts and other marketing materials.

I balance running my business as a writer, copywriter and editor with part-time work as a Content Editor at Blogger Sidekick. I also host and coordinate events at Readings Books on a casual basis, including conversation panels and book launches.

My ability to write tight prose and persuasive copy make me especially adept at writing for and facilitating marketing campaigns. I have a love of language and am quick to absorb key information, and transform it into unique, quality content. My strong interpersonal skills help me understand client and company goals, and find the emotional hook that connects with audiences.

EDUCATION

The University of Melbourne, 2004 – 2008, B. Arts / Professional Writing & Editing. Graduated with First-Class Honours.

EMPLOYMENT

Writer, Copywriter & Editor at hilarysimmons.com (2010 – present)

Achievements:

- Hired by *The Urban List*, *Forbes Travel Guide*, *Broadsheet Media*, *BuzzFeed Australia*, *Women's Health & Fitness*, *Books+Publishing Magazine*, *Mamamia*, *Time Out Melbourne*, *Concrete Playground*, *Crikey*, *Quickflix*, *Readings* and *Junkee* to write feature articles, news stories and branded content.
- Hired by Fabio Ongarato Design to write two sales brochures for two boutique residential property brochures
- Hired by DDG Digital to write website copy and service descriptions
- Hired by BeinArt Gallery to write and edit event descriptions and promotions
- Hired by Malthouse Theatre to write the Season 2016 Brochure and revamp existing copy in marketing materials
- Hired by Melbourne Convention Bureau to write selected copy for the 2016 Planners' Guide
- Hired by SkinnyMint Teatox to write blog posts and sponsored editorial
- Hired by Beuro App to write launch content, media kits, website copy and in-app content
- Hired by Ben Sanders to edit, copyedit and proofread children's books.

Content Editor at Blogger Sidekick (2017 – present)

Achievements:

- Editing, formatting and preparing 7-10 blog posts per week for a diverse client base
- Improving the quality of blog content by breaking up bulky paragraphs, adding sub-headings and researching relevant statistics to back up key points
- Finding or creating relevant visuals for each article, including infographs, stock images, screenshots and embedded videos
- Liaising closely with colleagues to optimise client outcomes and the continued growth of the business
- Authoring posts on Blogger Sidekick and working from transcriptions to create fresh and unique blog content.

Events Host & Coordinator, Readings Books (Aug 2015 – present)

Achievements:

- Successfully running over 100 events within the Carlton store
- Chairing panel discussions and appearing as a panelist
- Arranging for the transfer of stock and liaising with publicists, publishers, agents and authors
- Creating running sheets and speaker schedules
- Introducing authors, speakers, guests and personalities
- Taking photographs for social media and writing reports for the marketing team
- Acting as a representative for Readings at festivals, conferences, award ceremonies and other events

Communications Officer, The Melbourne City of Literature Office (Jun – Oct 2015)

Achievements:

- Writing, editing and sub-editing internal and external communications including the director's report, funding announcements, press releases and budget reports
- Managing the Office's social media presence and scheduling content
- Developing print and online resources about the Office's core activities, objectives and initiatives
- Successfully obtaining funding to produce, publish and distribute a 'literary map of Melbourne' from key stakeholders

Assistant Editor, Books+Publishing (Jun 2014 – Feb 2015)

Achievements:

- Writing, editing and researching daily news stories to tight deadlines
- Assisting in all aspects of print magazine production, including layout and design
- Managing a pool of freelance contributors and commissioning book reviews
- Scheduling and cross-promoting content across different social media platforms
- Writing long-form, research-led articles on the Australian book industry
- Liaising closely with publicists, publishers, agents and authors about advance book titles, publishing schedules, book fairs and tour schedules
- Monitoring breaking book industry news via trade newsletters and Twitter

Copywriter & Social Media Manager, The Jacky Winter Group (Jun 2013– Dec 2014)

Achievements:

- Writing, editing and promoting daily blog posts and weekly email newsletters
- Revamping existing website copy and writing copy from scratch
- Managing content across all social media platforms and scheduling posts to coincide with industry awards, creative fairs and artist's exhibitions

- Collaborating with artists on their social media presence and their presence in the blog's content schedule
- Sourcing, editing and resizing images for WordPress, MailChimp, press releases and exhibition invitations
- Working clients to develop and produce high-impact content marketing campaigns across social, editorial and video content
- Writing compelling copy for print publications including *The Jacky Winter Field Guide*.

Copywriter, RMIT University (May 2012 – May 2013)

Achievements:

- Writing, editing and publishing daily news stories about student/graduate successes, university initiatives and breaking academic news
- Developing copy for education brochures on specialist subjects including aviation and IELTS, and collaborating with external academic consultants
- Writing, pitching and following-up press releases
- Liaising with freelance editors, content publishers, education professionals and funding bodies to produce the editorial calendar
- Creating, managing and monitoring content for social media platforms
- Developing an internal business directory for direct marketing purposes and maintaining an up-to-date media contacts list for faculty recruitment activities.

Assistant Editor, RMIT English Worldwide (Dec 2011 – Apr 2012)

Achievements:

- Being promoted to the position of Copywriter after three months within this role
- Editing, proofreading and sub-editing all pre-production manuscripts, external communications and digital news stories
- Writing engaging content for the daily news hub and finding supporting images
- Providing structural edits to key marketing communications including the RMIT 2012 Annual Report
- Supporting the Managing Editor with all copyright queries, fact-checking and layout processes
- Managing an internal production log and creating audio tapes and transcripts for sequencing and accuracy.

Journalist & Sub-Editor at *The Power Index/Crikey* (Aug 2011 – Jan 2012)

Achievements:

- Writing investigative news stories on power, influence and authority in Australia
- Editing, sub-editing and proofreading content from freelance journalists and guest contributors
- Identifying opportunities for editorial (print, broadcast, online) and helping the Launch Editor develop lead content
- Assisting the Launch Editor in designing a social media marketing strategy
- Creating a monthly round-up of SEO high-ranking digital news stories
- Writing email newsletters and reviewing content analysis reports

Copywriter & Social Media Manager, Brands Exclusive (Jul – Dec 2011)

Achievements:

- Planning, writing and publishing daily blog posts on fashion, style, shopping and ecommerce
- Generating ideas for sales campaigns and writing catchy copy for coupons and eblasts

- Managing and monitoring all activity on social media platforms, and evaluating the reach of native digital content using Google Analytics and Facebook Insights
- Producing a monthly editorial calendar and creating a marketing campaign schedule

Content Specialist, *nineMSN* (Sep 2010 – Aug 2011)

Achievements:

- Writing, editing and uploading daily horoscopes and lovescopes for digital and mobile media platforms
- Pitching, researching and writing original news stories for publishing platforms including MusicFIX, CelebFIX and MyRestaurants
- Editing the live news feed for Qantas, Telstra and the Commonwealth Bank to ensure that all content was relevant, timely and appropriate
- Producing branded content and communications for Tourism Australia on events, conferences, festivals and fairs.
- Attending media events as a content specialist to report on them.

Editorial Assistant, Macmillan Education (Jun 2009 – May 2010)

Achievements:

- Editing, sub-editing and proofreading pre-production manuscripts across all school subjects and year levels
- Assisting editors and designers with all aspects of sub-editing, fact-checking and lay-out
- Writing, editing and distributing recommended reading lists for schools, libraries and academic clients
- Responding to internal and external enquiries about third party image rights, publishing calendars and forthcoming books.

Communications Officer, Intellectual Property (Mar – Aug 2009)

Achievements:

- Assisting customers preparing to file Patent, Trade Mark or Design applications by providing them with clear and concise information about IP legislation
- Writing, editing and sub-editing plain-language briefs for the Institute of Patent & Trade Mark Attorneys of Australia and the Trade Marks Combined Interest Groups
- Preparing written reports for national publications about IP legislation and services offered by different offices
- Managing bulk mail-outs, processing customer payments and maintaining an internal customer database.

Bookseller, Angus & Robertson (Sep 2003 – Dec 2008)

Achievements:

- Receiving and ordering stock; assisting customers in all aspects of book buying
- Coordinating author signings and book events
- Placing special orders and tracking web shipments.

INTERESTS

- Long-distance running – particularly marathons
- Reading, writing and politics
- Theatre, performance and the arts
- Scrabble, crosswords and baking

REFERENCES AVAILABLE UPON REQUEST.