

HILARY SIMMONS

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Professional summary

I'm a freelance copywriter with a flair for words, an eye for detail, and excellent written and editorial skills. I work with brands, businesses, agencies and organisations to develop copy that delivers results. I thrive on finding the emotional hook that connects with audiences and creating copy for a wide range of industries.

Areas of expertise

- Marketing copy
- Sponsored editorial
- Social media and blogging
- SEO and anchor copy
- Sales brochures
- Content strategy
- Creative PR
- Traditional and print journalism
- Brand identity and storytelling
- Research and proofreading

Core competencies

- Flexible, versatile and creative
- Ability to produce outstanding copy under pressure
- Experience working within media/digital agencies
- Highly-developed interpersonal, verbal and communication skills
- Self-motivated, deadline-driven and tech-savvy
- Adept at details and forward planning

Work experience

Freelance Writer, Copywriter and Editor, hilarysimmons.com

October 2010 – present

Highlights

- Working in-house for three months at SANE Australia to raise the profile of their StigmaWatch program by writing case studies, blog posts, email newsletters, media releases, government reports, website copy and social media updates.
- Working in-house for one month at Digital360 on a new web build to deliver content strategy, brand identity, website copy, information resources and marketing collateral.
- Being offered a retainer agreement as a copywriter at Digital360 after six months of providing freelance services and completing 10+ copy briefs per month.
- Collaborating with East Eleven on feature articles and event brochures for Deakin University as well as blog content for the not-for-profit sector.
- Developing two property campaigns for Fabio Ongarato Design including website text, sales books, advertising copy, EDMs, press releases, social media strategy, site signage and hoarding design.
- Writing DealCorp's 2018 Project Portfolio as well as advertorial features for various property development projects.

- Travelling with a photographer for The Urban List to develop sponsored editorial in collaboration with Visit Victoria, Tourism Bendigo, Visit Ballarat, Christchurch & Canterbury Tourism, MINI Australia, and other brand content partners.
- Writing Malthouse Theatre's 2016 Season Brochure.
- Writing sections of Melbourne Convention Bureau's 2016 Planners' Guide.
- Creating website copy and media kits for start-ups including SoGouda, BeaurApp, The Fox Gallery & Darkroom, Tess Follett Photography and iBuildNew.
- Pitching, writing and editing articles for BuzzFeed, Broadsheet, Forbes, Crikey, Junkee, Time Out, Women's Health & Fitness, The Urban List, Books+Publishing, Readings, Concrete Playground, HiP Paris, Quickflix, SPOOK and Mamamia.

Carlton Events Coordinator (Casual), Readings

August 2015 – present

Highlights

- Successfully hosting over 100 book launches and conversation panels.
- Emceeing, chairing and moderating all events.
- Creating running sheets, speaker schedules and marketing blurbs for circulation.
- Developing relationships with publicists, publishers, agents and authors.

Content Editor (Part-time), Blogger Sidekick and FlypChart

May – December 2017

Highlights

- Writing, editing and proofreading content for SME businesses looking to build brand authority with digital content marketing.
- Improving the quality of blog content by breaking up bulky paragraphs, adding sub-headings, developing USPs and creating infographics.
- Using SEO techniques, link building and evergreen tactics to increase on-site conversions.
- Working closely with clients on content schedules and marketing strategies.
- Authoring blog posts about digital marketing trends and strategies on Blogger Sidekick and its sister site FlypChart.

Communications Officer (Part time), City of Literature Office

May 2015 – October 2015

Highlights

- Writing internal and external communications for the office including director's reports, funding announcements and marketing overviews.
- Creating a social media strategy and scheduling consistent content.
- Developing promotional materials about local literary news, events and initiatives.
- Devising and producing key marketing projects such as a free literary map of Melbourne.

Assistant Editor, Books+Publishing Magazine

June 2014 – February 2015

Highlights

- Writing, editing and publishing daily news stories about the Australian book industry.
- Assisting with all aspects of print production including lay-out and design.
- Commissioning book reviews and managing a large pool of freelance writers.
- Scheduling and cross-promoting all content across social media platforms.
- Liaising with publicists, publishers, agents and authors about book release dates and author tour schedules.

Copywriter & Social Media Manager, The Jacky Winter Group

June 2013 – December 2014

Highlights

- Writing, editing and publishing daily blog posts about the agency's activities.
- Creating weekly email newsletters and gallery exhibition mail-outs.
- Managing activity across all social media platforms and cross-promoting content.
- Writing core website copy and working with artists to refine their online bios.
- Developing content for annual print publications such as The Jacky Winter Field Guide.
- Collaborating with clients on high-impact marketing campaigns across social, editorial and video.

Copywriter, RMIT English Worldwide

May 2012 – May 2013

Highlights

- Writing content for RMIT's digital news hub about student/graduate successes, university events and breaking news stories.
- Developing copy for education brochures and study programs in collaboration with an academic consultant and the marketing department.
- Producing blurbs for specialist courses of study including IELTS and RELTA.
- Reviewing course and assessment materials before approving them for print.
- Copy-editing the 2012 Annual Report and maintaining a consistent house style.
- Keeping an internal production log and creating a contacts database for direct marketing.

Assistant Editor, RMIT English Worldwide

February – April 2012

Highlights

- Being promoted to the position of copywriter after three months in this role.
- Editing, sub-editing and proofreading digital news stories, press releases and articles.
- Writing content for RMIT's digital news hub.
- Providing structural edits to key marketing publications and pre-production manuscripts.
- Assisting the editor-in-chief with all aspects of book production, fact-checking and lay-out.
- Aggregating news on student/graduate successes to use for news stories and maintaining an internal editorial calendar.

Journalist & Sub-Editor (Part time), The Power Index

July – December 2011

Highlights

- Writing investigative news stories about power, influence and authority in Australia.
- Identifying opportunities for editorial (print, broadcast, online) and writing lead content.
- Commissioning, editing and proofreading content from freelance journalists.
- Working as part of a small start-up to create buzz around The Power Index's launch as well as a backlog of online content.

Copywriter & Social Media Manager (Part time), Brands Exclusive

July – December 2011

Highlights

- Writing, editing and publishing daily blog posts about fashion, beauty, lifestyle and trends.
- Generating ideas for marketing campaigns and writing creative copy for coupons and flyers.

- Scheduling posts on social media, responding to comments and measuring the reach of native digital content using Google Analytics and Facebook Insights.
- Maintaining a monthly editorial calendar and coordinating content with the marketing department for upcoming sales, events and promotions.

Events Content Specialist, Ninemsn

September 2010 – August 2011

Highlights

- Writing daily horoscopes and ‘lovescopes’ for digital and mobile media platforms.
- Pitching, writing and editing original news stories for MusicFIX, CelebFIX and MyRestaurants.
- Editing the live news feed for Qantas, Telstra and Commonwealth Bank to adhere to brand content policies.
- Producing sponsored content and event listings for Tourism Australia.
- Creating original editorial content for web, TV and mobile products promoted by Ninemsn.

Editorial Assistant, Macmillan Secondary Education

June 2009 – May 2010

Highlights

- Editing, sub-editing and proofreading pre-production manuscripts across all secondary departments and year levels.
- Assisting a team of eight in-house editors with all aspects of sub-editing, fact-checking and book production.
- Tracking, circulating and fact-checking pre-production manuscripts and student/teacher workbooks.
- Maintaining an internal production log for the office and carrying out administrative duties.

Communications Officer (Contract), Intellectual Property Australia

March – August 2009

Highlights

- Providing assistance to people preparing to file patent, trade mark and design applications.
- Managing customer queries related to Intellectual Property law and policy.
- Processing applications, filing paperwork and administering payments.
- Writing plain-language briefs for the Institute of Patent & Trade Mark Attorneys of Australia and the Trade Marks Combined Interest Group.

Tertiary education

Bachelor of Arts (First Class Honours), The University of Melbourne

Personal interests

- Long-distance running – marathons and half-marathons
- Keen supporter of the arts and independent theatre
- Founder of ‘Freelance Writers Support Group’ on Facebook (600+ members)
- Scrabble fan, crossword tragic and book club devotee.

References available on request.