

**HILARY SIMMONS**  
[simmonshilary@gmail.com](mailto:simmonshilary@gmail.com)

**Professional summary**

I'm a freelance copywriter with a flair for words, an eye for detail, and excellent written and editorial skills. I provide copywriting, strategy and content writing services to a broad range of clients across corporate, lifestyle, property and education sectors. I excel at producing creative marketing ideas and working with stakeholders to deliver campaigns that are memorable, engaging and effective.

**Areas of expertise**

- ⇒ Creative and corporate copywriting
- ⇒ Content strategy and campaign ideas
- ⇒ Website development and blog posts
- ⇒ Digital marketing and brand identity
- ⇒ Print brochures and publications
- ⇒ Editorial and branded content

**Professional experience**

**Freelance copywriter, content writer and strategist | [hilarysimmons.com](http://hilarysimmons.com) | October 2010 – present**

- ⇒ Collaborating with stakeholders and developing copy for high-end property campaigns via Ongarato Studio, Self-Titled, Grenade, Small & Co, Tribe Hotel Group and makersCo.
- ⇒ Contracting in-house for Tundra Interactive, Digital360, SANE Australia and Communications Collective on major content-led website development and digital transformation projects.
- ⇒ Developing branded content and communications for T2, Formula 10.0.6, Schiavello Group, VAMFF, Media Super, Dealcorp, Yarra One, ICON Developments and Malthouse Theatre.
- ⇒ Managing content workflows from conception to publication for RMIT University, Deakin University, The Jacky Winter Group, Melbourne Convention Bureau, Probuild and BHP.
- ⇒ Travelling interstate to produce cross-platform content-driven campaigns for Urban List, Broadsheet Media, Time Out, Forbes Travel Guide and Concrete Playground.

**Events Coordinator (casual) | Readings | August 2015 – January 2019**

- ⇒ Hosting and emceeing over 100 book launches and in-conversation events with novelists, historians, public figures and cultural critics at Readings and other venues across Melbourne.

**Content Editor (part-time) | Blogger Sidekick | May – December 2017**

- ⇒ Writing, editing and publishing blog posts for large brands, small companies and individuals. Researching and mapping SEO keywords, creating metadata and building editorial calendars.

**Communications Officer (part-time) | the City of Literature Office | May 2015 – October 2015**

- ⇒ Developing written communications including press releases, grant releases, event agendas and funding reports with stakeholders including the City of Melbourne and Creative Victoria.

**Assistant Editor | Books+Publishing Magazine | June 2014 – February 2015**

⇒ Writing, editing and publishing digital news stories about the Australian book industry.

**Copywriter & Social Media Manager | The Jacky Winter Group | June 2013 – December 2014**

⇒ Developing web copy, blog posts, artist profiles, email newsletters, social media strategy and print advertising while working with producers to create and deliver advertising campaigns.

**Copywriter | RMIT English Worldwide February 2012 – May 2013**

⇒ Researching, developing and refining content for RMIT's digital news hub, key marketing communications, print education brochures, event promotions and the Annual Report.

**Journalist & Sub-Editor (part time) | The Power Index | July – December 2011**

⇒ Writing short and long-form digital journalism and developing digital launch content.

**Copywriter & Social Media Manager (part time) | Brands Exclusive | July – December 2011**

⇒ Writing content for blog posts, e-blasts, coupons and flyers, and generating marketing ideas.

**Events Content Specialist | Ninemsn | September 2010 – August 2011**

⇒ Writing daily horoscopes, developing daily news stories and creating national event listings.

**Professional experience 2003 – 2010**

⇒ Editorial Assistant | Macmillan Secondary Education

⇒ Communications Officer | Intellectual Property Australia

⇒ Gallery Assistant | Mossenson Galleries

⇒ Bookseller | Angus & Robertson

**University education**

⇒ First-Class Honours (B. Arts, English Major) | University of Melbourne | 2008

**References available upon request.**