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Sam Woolfe

PROFILE

As a hard-working and proactive writer, I am driven by a desire for continuous learning and gain satisfaction by completing tasks to the highest standard. I created a personal blog (samwoolfe.com) in 2012 that now attracts 100k+ unique visitors every month and has received over 1.6 million visits in total. In addition, I rank on the first page of Google for 78 keywords, with several of my articles appearing as the very first Google search result. And I consistently have a click-through rate (CTR) of over 4.5%, more than double the average across all industries.

Building a highly successful website has broadened my knowledge of WordPress, SEO, HTML, CSS, Google Analytics, Google Search Console, and social media. I have also had my articles published in *Philosophy Now* magazine, the most widely read philosophy publication in the world. I enjoy meeting and co-operating with people from diverse backgrounds and consider myself to be honest and reliable. I am interested in a role that draws on my skills in writing, research and editing, and I look forward to becoming a valued team member.

QUALIFICATIONS

BA (Hons) Philosophy (Durham University, 08/2012): 2:1

A-Levels (Fortismere School, 08/2009): English Literature: A, Philosophy: A, Sociology: A

GCSEs (Aldenham School, 08/2007): 10 GCSEs (8 As, 2Bs)

WORK HISTORY

June 2016 – Present: Freelance Writer

- As a journalist for *The Stop and Chat*, I cover current affairs related to the European cannabis market. I also copy-edit articles, which has expanded my understanding of WordPress and allowed me to become proficient with the Yoast SEO Plugin. I am able to write compelling, concise and highly readable articles, as well as devise unique angles and craft catchy headlines. I communicate in a timely and reliable fashion on Yammer and also collaborate with the team using Google Docs and Sheets.
- I'm a blogger for HealthyPlace, the largest consumer mental health website (the site draws over 2 million visitors per month). I am adept at using Drupal CMS to publish my content and have received SEO training as part of my development in this role.
- I write careers advice for Inspiring Interns, a graduate recruitment agency. Over the years, numerous content partners have published my work, including Career FAQs, Career Ladder, Career Metis, CV-Library, Entrepreneur, Europe Language Jobs, Fairygodboss, Fresh Business Thinking, Glassdoor, Milkround, Noomii, People Matters, Personal Branding Blog, Recruiter, Recruiting Daily, Social Hire, Student Job, The HR Gazette, The Undercover Recruiter, and Top Universities.
- As a writer for FourGoods, I plan, research, write, and edit blog posts on education, health, social justice, and sustainable living. I am also responsible for SEO, formatting and scheduling articles on WordPress, and sourcing suitable images.
- I'm a regular contributor to BlakeWrites, a men's lifestyle and wellness website. I am able to adopt BlakeWrite's casual and conversational tone, and have become familiar with Trello, Asana, and Slack.

July 2015 – May 2016: Travel

- 10 months of travel in Europe, Asia, Central America, and South America.

July 2014 – July 2015: News Researcher: Kantar Media

- Monitoring emails for major press releases from various organisations. I would then summarise the findings in the house style and create an item in our Forward Planner, a diary of events taking place in the year ahead. This task required the ability to pick out essential details and rewrite them in a concise, impartial, and impeccable manner.
- Following up on leads with web research, emails, and phone calls with press contacts.
- Editing items to be sent out on our email alerts to clients, which involved meticulously checking for house style errors, typos, grammatical mistakes, discrepancies, and factual inaccuracies.
- This position has enabled me to remain calm and collected in a time-pressured and busy environment, work to tight deadlines, and improve my writing, editing, and research skills. Managing my workload and time effectively also developed my organisational skills.

October 2013 – May 2014: Marketing & Communications Officer: The Peter Jones Foundation

- Writing newsletters and fresh web copy, as well as re-writing existing web content.
- Formulating and implementing a social media marketing strategy for the Foundation's products: Tycoon in Schools and the Peter Jones Enterprise Academy.
- I learned how to create online content and manage websites by using HTML. I also expanded my social media marketing skills by using Hootsuite to promote the Foundation and its products on a range of social media channels.
- I started out as an intern, but the CEO was impressed with the high quality of my work, so I was kept on as a paid marketing & communications officer. My other duties also included handling phone/email enquiries and data entry, allowing me to become proficient in Microsoft Outlook and Excel. Email marketing skills were gained by regularly using MailChimp.

March 2013 – July 2014: Writer & Editor: *The Backbencher*

- As a writer, I covered UK politics and social issues, demonstrating knowledge of the parliamentary process of law-making and how to identify key issues in Draft Bills.
- As an editor, it was my role to proofread and improve articles in terms of structure, wording, consistency, and accuracy. I was also successful at building and managing my own team of writers.

INTERESTS AND HOBBIES

My hobbies include hiking, travel photography, and drawing. My interest in mental health led me to volunteer at a charity called JAMI, which involved going to a coffee shop to chat with people who have various mental health conditions. This helped to deepen my understanding of mental health, as well as develop non-judgemental, empathic listening skills. In my spare time, I enjoy seeing live music, drumming, listening to podcasts, watching documentaries, and attending events organised on Meetup.com.