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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 FourGoods, I cover current affairs related to education, health, social justice, and sustainability. I also copy-edit articles, which has expanded my understanding of WordPress and allowed me to become proficient with the Yoast SEO Plugin. I can 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 am also responsible for sourcing suitable images.
- 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, Kaplan International, *LA Times*, Milkround, Noomii, People Matters, Personal Branding Blog, Recruiter, Recruiting Daily, Social Hire, The Undercover Recruiter, Top Universities, and UK Recruiter.
- As a writer for Frontier Marketing, I plan, research, write, and edit webpages for mental health treatment centres and rehab clinics in the US. I am also responsible for optimising my content for specific keywords and writing in line with SEO best practices. In addition, I use Grammarly to ensure clean copy and utilise the Hemingway App to improve the readability of my content.
- 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 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 a 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.