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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 has received over 4 million visits in total. In addition, I rank on the first page of Google for 150+ keywords, with several of my articles appearing as the very first Google search result. I also consistently have a click-through rate (CTR) of over 4.5%, more than double the average across all industries.

Building a successful website has broadened my knowledge of WordPress, SEO, HTML, CSS, Google Analytics, Google Search Console, and social media marketing. 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**

##### *Current Roles:*

- Creating well-researched, SEO-driven content for HealingMaps, a psychedelic therapy search site. I provide informative articles on many aspects of psychedelics, including science, policy, culture, history, harm reduction, and psychotherapy.
- Writing blog posts for Layup Content, a Denver-based marketing agency. This involves covering a variety of sectors, including cybersecurity, agriculture, food, healthcare, business, and fintech.

##### *Previous Roles:*

- Writing on psychedelics and mental health for the retreat website Retreat Guru. This role involved in-depth research into the relevant scientific literature and writing long-form articles in line with a given content brief.
- I was a regular contributor to Self-Himprovement, a men's lifestyle and wellness website. I was able to adopt Self-Himprovement's conversational tone and source high-quality, relevant images for my articles. I also became familiar with Trello, Asana, Slack, and Hubspot's CMS.
- As a journalist for *The Canary*, I covered domestic and international current affairs and politics. I was tasked with writing compelling, concise, and highly readable articles, as well as devising unique angles and crafting catchy headlines. I communicated in a timely and reliable fashion on Yammer and also collaborated with the team using Google Docs and Sheets.
- Blogging for HealthyPlace, the largest consumer mental health website. I was adept at using the

Drupal CMS to publish my content and received extensive SEO training as part of my development in this role.

- Writing careers advice for Inspiring Interns, a graduate recruitment agency. Numerous content partners published my work, including CV-Library, Entrepreneur, Fairygodboss, Glassdoor, Kaplan International, *LA Times*, Personal Branding Blog, Recruiter.com, Top Universities, and Undercover Recruiter.
- As a writer for Frontier Marketing, I planned, researched, created, and edited webpages for mental health treatment centres and rehab clinics in the US. I was also responsible for optimising my content for specific keywords and writing in line with SEO best practices. In addition, I used Grammarly to ensure clean copy and utilised the Hemingway App to improve the readability of my content.

#### **July 2015 – May 2016: Travel**

- 10 months of travel in Europe, Asia, and Latin 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 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.

### **INTERESTS AND HOBBIES**

My hobbies include hiking, travel photography, drawing, and drumming. My interest in philosophy led me to write several articles for *Philosophy Now* magazine, the most widely read philosophy publication. I have also written pieces on philosophy for the Institute of Art and Ideas (IAI), the Partially Examined Life, Senses of Cinema, Epoché Magazine, and the Psychedelic Press Journal. In my spare time, I enjoy seeing live music, listening to podcasts, and attending events organised on Meetup.com.