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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. In addition to my experience as a freelance writer and journalist, I run a personal blog (samwoolfe.com) that consistently receives 50,000+ visits every month. As a result of this blog, I rank on the first page of Google for 150+ keywords, with several of my articles appearing as the very first Google search result. Building a successful website has helped develop my content creation skills, as well as broaden my knowledge of WordPress, SEO, Google Analytics, Google Search Console, HTML, and CSS.

I enjoy meeting and collaborating 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:

- Writing articles for Psychedelic Support, an educational platform and therapy search site. This involves covering studies in the field of psychedelic research.
- Creating actionable mental health content for Jubi Clinic, a Sydney-based psychiatry clinic. I focus on philosophical and psychological ideas – such as those found in Stoicism, Buddhism, and positive psychology – that aim to improve well-being.

Previous Roles:

- Creating well-researched, SEO-driven content for HealingMaps, a psychedelic therapy and retreat directory. I provide informative articles on many aspects of psychedelics, including science, policy, culture, history, harm reduction, and psychotherapy.
- Producing ghostwritten blog posts and LinkedIn posts for the marketing agency Layup Content. I communicated in a timely and reliable fashion on Yammer and also collaborated with the team using Google Docs, Google Sheets, and ClickUp.
- Writing articles related to psychedelics and mental health for the retreat website Retreat Guru. This role involved in-depth research into the relevant scientific literature and producing long-form content in line with a given brief. I used Asana to collaborate with my editor.
- Blogging for HealthyPlace, the largest consumer mental health website. I was adept at using Drupal to publish my content and received extensive SEO training as part of my development in this role.
- Writing career advice articles 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.
- 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, Slack, and HubSpot's CMS.

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 concisely and impartially.
- 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 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 rewriting 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*, 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 Meetup events.