

## STRENGTHS

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Excellent writing, rewriting and editing skills. Ability to work seamlessly across web and print mediums (including social media); to work independently and to strict deadlines. Ability to synthesize complex information into accessible content. Proven skills in content production and curation, prioritizing stories and rewriting headlines and 'sells' for an online readership. Demonstrated research skills in line with quality journalism. Intuitive understanding of principles of good design. Meticulous eye for detail. Proven ability to meet deadlines and maintain high productivity while working remotely.

## EXPERIENCE

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### Self-employed

January 2019- Present

#### Copywriter, editor, journalist

Provided quality original long-form journalism for UK-based magazine; copywriting and editing content for Google rankings and to drive traffic to client websites for US-based clients. Projects include academic editing, biographies, and press releases. Clients include:

- *What the Doctors Don't Tell You* (London-based, evidence-based holistic health magazine)
  - Feature article on the science of forgiveness, "The Forgiveness Cure" (3900 words), March 2022
  - Feature article on the science of highly sensitive people (HSPs), "Dandelions and Orchids" (3900 words), April 2022
  - Feature article on intermittent fasting and depression, "Hunger games" (3800 words), May 2022
  - Feature article on meditation and the ageing brain (in process, June 2022)
- Edited 60,000-word book on new-paradigm consciousness, *The Agreement*, for Western Australian author Rebecca Dawson ([www.rebeccadawson.net](http://www.rebeccadawson.net))
- Edited 62,000-word book on the inherent capacity of the human design, *Fu: The Return of the Magnetic Human*, for Rebecca Dawson
- Jody de Simone Marketing:
  - Viewpoint Rehabilitation Center (addiction treatment)
- Robert Arellano, musician ([robertarellano.com](http://robertarellano.com))
- 2Rise Natural (CBD oil)
- The Ayni Fund (non-profit supporting addiction treatment)
- Leigh Hazelbaker (addiction author and public speaker)

**The Sydney Morning Herald and The Sun-Herald**  
**Content Producer/Page Editor (sports, news and Metro)**

**May 2012-October 2021**

- Designed pages, assigned stories to be subbed off-site, rewrote headlines and subbed time-sensitive stories;
- Edited and uploaded stories (including their attached multimedia assets) to the *Herald* website using Fairfax Digital's proprietary DCDS content management system;
- Continuously updated *Herald* home page and multiple sports pages indexes, including lead stories (according to breaking news and opinion, and staggered story releases);
- Monitored wire feed and coordinated with reporters to curate latest content for immediate and scheduled posting (while updating/refiling stories for last-edition print version);
- Created and posted online photo galleries;
- Posted and staggered Twitter feed using HootSuite;
- Analyzed website traffic (analytics) using Chartbeat;
- Moderated comments;
- Laid out Metro (entertainment, news and reviews weekly liftout) pages using InDesign;
- Proofread pages under imminent-deadline pressure;
- Blogged live sport.

>> Live blog attracted 126,758 hits on the *Herald* website, only narrowly edged into second place of most-viewed "stories" for the day.

**Self-employed**

**April 2015-April 2016**

**Writer, editor, web designer**

Provided writing and editing services to non-profits working towards safekeeping and regeneration of Amazon (Alianza Arkana and Chaikuni Institute), and other clients in healthcare-related fields. Adapted premium WordPress themes. Book ghost-writing service for Houston-based client. Edited documentary-script translations from German. Helped craft communications strategies for US jury consultant (Lara Dolnik Consulting).

**The Sydney Morning Herald and The Sun-Herald**

**February 2011- May 2012**

**Sub-editor**

Sub-edited stories, including writing headlines, write-offs and captions; acting chief sub-editor and check sub-editor for *The Sun-Herald*. Extensive rewriting as required; subbing "on the bell", ie. sports stories filed within minutes of edition deadlines; proofreading pages.

**NSW Teachers Federation**

**August 2009-August 2010 (12-month contract)**

**Sub-editor/journalist**

Sub-edited highly sensitive education, union and political stories for the journal *Education*; researched and wrote news stories and breaking news stories; posted journal and breaking news stories to web; took photos for print and web editions. Administrative tasks included updating electronic photo-archive system, organising photo shoots and payment of contributors.

**Community Relations Commission, NSW Govt.**      **Dec 2008-Jan 2009/May-July 2009**

**Summaries editor**

Edited translations of news reports from ethnic press, including Serbian-, Vietnamese-, Chinese-, Korean-, Turkish-, Greek-, Spanish- and Arabic-language newspapers.

**The Sydney Morning Herald and The Sun-Herald**

**April 2007- August 2009**

**Sub-editor (sports and news desks)**

Sub-edited stories, including writing headlines, write-offs and captions; acting chief sub-editor and check sub-editor for *The Sun-Herald*. Extensive rewriting; subbing “on the bell”, ie. editing sports stories filed within minutes of edition deadlines; proofreading pages.

**Alpha Magazine**

**May 2006-May 2007**

*This News Limited monthly sports publication had a circulation of about 160,000.*

**Sub-editor**

Sub-edited (including writing headlines, write-offs and captions, and fact-checking and proofreading) all sections of the magazine; rewrote stories from contributors to fit the style and tone of *Alpha*; wrote for regular sections; contributed to editorial planning meetings.

**Various magazines**

**March 2006-July 2006**

**Freelance sub-editor**

*Inside Out* (News Magazines), *Sunday* (*Sunday Telegraph*), *Alpha* (News Magazines) and *Gourmet Traveller WINE* (then ACP).

**Australian Gourmet Traveller**

**March 2005-March 2006**

*Voted World's Best Food Magazine in 2005.*

**Sub-editor**

Sub-edited (including writing headlines, write-offs and captions, and fact-checking) all sections of the magazine; web editor; proofread pages.

**Lloyd's List Daily Commercial News**

**May 2001-February 2005**

*Australia's leading newspaper covering the shipping, freight and logistics industries.*

**Sub-editor/Layout sub/Designer**

Sub-edited and laid out local and international news and feature pages; prepared online edition of newspaper for uploading to web; sub-edited, designed, laid out supplements; redesigned newspaper for change to a weekly tabloid format.

>> Produced the “best piece of editorial presentation we’ve ever done” (former editor and current opinion editor at the *Australian Financial Review* Kevin Chinnery).

**Divisions of General Practice**

**January 1999-November 2005**

*Commonwealth-funded divisions serviced GPs across Australia.*

**Freelance graphic designer**

Designed the monthly newsletters and annual reports of the Eastern Sydney, South Eastern Sydney and St George Divisions of General Practice.

**South Eastern Sydney Division of General Practice****August 1997-December 1998****Media officer/administrator**

Edited the division's monthly newsletter and annual report; initiated news articles on divisional events for external publications.

**Various broadcasters****January 1993-February 1995****Radio producer/presenter**

- Producer/presenter of National Public Radio's (Australia) nightly current affairs program, "Undercurrents";
- Produced a 30-minute documentary and a 45-minute documentary on Aboriginal issues broadcast on the ABC and the Community Broadcasting Association of Australia (CBAA) networks respectively.

**TECH SKILLS**

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|------------------------------|------------------------------------|
| • WordPress                  | • Cybertech                        |
| • Adobe InDesign             | • Adobe Photoshop                  |
| • Adobe Illustrator          | • Microsoft Office Suite           |
| • Content management systems | • HootSuite social media dashboard |
| • MailChimp                  | • Chartbeat                        |

**QUALIFICATIONS**

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BA (Communications), University of Technology, Sydney (majors: journalism, social and political theory)

**REFERENCES**

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- Matthew Watherston, founder and executive director, Alianza Arkana; founder and executive director, Chaikuni Institute, [matthew@templeofthewayoflight.org](mailto:matthew@templeofthewayoflight.org)
- Rebecca Dawson, Western Australia-based author, [rebecca@rebeccadawson.net](mailto:rebecca@rebeccadawson.net)
- David Castellvi, director and founder, The Ayni Fund, +171 3855 9200
- Others available on request