



MEGAN BEAUCHAMP-WARD

ASPIRING COPYWRITER

D.O.B 23/09/1997

SKILLS

- Content writing
- Proofreading/ editing
- Blog writing
- Basic coding
- Graphic design
- Website development
- Sales
- SEO
- Data analytics
- Communication skills

COURSES

- The Big Creative Education: Digital Marketing Level 2
- Digital Marketing Apprenticeship Level 3

SUMMARY

An accomplished Digital Marketer and Content Writer with a proven track record in social media management, content writing and innovative recommendations. I am a highly motivated individual seeking a role in content writing to further expand my creative expertise. Having studied English Literature and Creative Writing at Cardiff University, followed by a Level 3 Digital Marketing course, I have a strong understanding of different writing styles, SEO, curating content, data analytics, trends, creating email campaigns, editing, copywriting (including blog writing and creating news items) and basic graphic design skills.

I am extremely proud of my accomplishments over the duration of the past year and a half, where my determination and perseverance have aided me in developing my creative skillset. My combined passion for writing and social media has taken a more central focus recently, which is showcased in the fictional novel that I am currently writing. Alongside this, I have created a food Instagram to exhibit my weekly homemade meals and with my excellent knowledge in audience engagement, I have gained over 5,000 followers through this account in less than six months. In addition to this, I have also had the pleasure of designing a personal blog that I use to elaborate on both formal and informal topics that I feel passionately about.

ACHIEVEMENTS

- GCSE | Queen Elizabeth's Girls school | 8 GCSEs A-B with an additional merit in ICT
- A-Levels | Elstree UTC | English Literature, Creative Writing and Theatre Studies | Achieved B, B, C
- Higher education | Cardiff University | English Literature and Creative Writing | Achieved 2:1

WORK HISTORY

CHEF ASSISTANT AND WAITRESS

The Black Horse | Barnet, London | Oct 2014-Nov 2016

Created platters, prepared meat and vegetables, organised the fridges with incoming orders and helped to cook meals.

Took orders and delivered meals to the correct table accordingly.

Moderated complaints from guests by listening to issues and resolved them by talking to higher management.

TEMPORARY RECEPTIONIST

Gizmo | Barnet, Hertfordshire | May 2017-Sept 2017

Researched trends within the phone/laptop industry to help maximise sales.

Registered and documented customers' details into the company database.

Created stock sheets of what the company had, organising phone/laptop repair accessories and oversaw the replenishing of stock.

HEALTHCARE ASSISTANT

Elysium | Potters Bar | Oct 2019- Jan 2020

Provided bespoke care for people living on the psychiatric ward.

Created care plans tailored specifically to aid the needs of the patients.

Offered emotional support and advice.

SOCIAL MEDIA AND DATA EXECUTIVE

The Honeypot Children's Charity | Hammersmith | October 2020- December 2021

My role consists of: social media management, copywriting, website creation and design, creating news items and blog posts, graphic design, SEO, data analytics, email marketing and administrative tasks.

VOLUNTARY WORK

Volunteer for the Visayans:

In 2017, I volunteered in an area that had been devastated by Typhoon Yolanda in Tacloban, Philippines. Throughout the two month period, my role consisted of creating dietary plans for individual children, collecting food, cooking for a large group and offering emotional support.

Volunteer at the Sunday Club:

In 2018, I volunteered every Sunday at a special needs group for adults. My role consisted of escorting groups on outings. I would organise games at the centre, helped prepare activities and cleaned up afterwards.



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