

# JADE M HARVEY

[www.jademharvey.com](http://www.jademharvey.com)

Copywriter, editor, travel writer, and literature graduate with more than four years experience in content creation and editorial for online. I currently work for Viator, a TripAdvisor company, and spend my free time travelling the world. Areas of specialist knowledge include South America, Central America, Indonesia & Malaysia, Japan, Australia, and Europe.

## Key skills and areas of expertise

- Copywriting and editing
- Managing time to complete projects within deadlines
- Fulfilling a variety of project briefs
- Maintaining grammatical accuracy through attention to detail

## Work History



October 2015-present

### Copywriter

Viator, a TripAdvisor company, is the leading insider resource for researching and booking destination activities around the world.

#### Job role:

- Create unique content for Viator and TripAdvisor according to AP Style.
- Write concisely about attractions, tours, destinations, and activities featured on the Viator and TripAdvisor websites.
- Generate content for blogs, push notification, emails, and marketing campaigns.
- Use tools such as Clearscope to maximise SEO optimisation.
- Manage freelance writers and act as a content and copy editor of submitted work.
- Investigate products that violate Viator and TA policies such as animal cruelty.
- Work to tight deadlines and juggle numerous projects at once.



August 2014-October 2015

## **Freelance Copywriter**

Hotels DE AG are a leading global travel company that operate a hotel reservation system. Specialising in luxury brands tailored to suit an affluent clientele, the company source world-class hospitality options in European cities.

### Job role:

- Create content that details the facilities of hotels in Europe.
- Generate content for the City Moments project through a series of insider articles about London.
- Write summaries of European cities to a range of target audiences.
- Proofread and edit translated work.

## **Burntwood School**

January 2013-December 2014

### **English Literature Teacher**

#### Job Role:

- Prepare A-Level and GCSE students for challenging exams in English Literature and Language.
- Employ dynamic teaching techniques that engage students, ultimately making reading and literature relevant to them.
- Mark coursework and extended essays according to sound grammatical knowledge and specific criteria.



MEDIA GROUP

September 2011-September 2012

### **Agency Sales Co-ordinator**

Bauer Media is a global media owner whose multi-platform brands engage with millions of listeners, readers and viewers. Home to some of the continent's most influential media outlets, the company are as innovative as they are international.

#### Job role:

- Organise and implement radio advertising campaigns while also maximising sales with intellectual initiative
- Manage radio advertising campaigns for industry leaders such as Vodafone, Sainsburys, Go Compare and Expedia
- Pursue sales opportunities in order to generate more business
- Establish lasting relationships with clients

## **Education and qualifications**

### **UCL Institute of Education**

September 2012-June 2013

#### **PGCE in Secondary Education Teaching English - Distinction**

- Focused upon pedagogical theory and wrote explorative essays in which teaching practice was analysed
- Underwent practical teaching placements in diverse schools in order to develop skills and establish a unique classroom presence

### **Kingston University**

September 2008-June 2011

#### **Bachelor with Honours in English Literature and Creative Writing - 1<sup>st</sup> Class**

- Explored a diverse spectrum of literature from different cultures and content
- Applied literary, philosophical and psychological theory to texts
- Wrote extended pieces in which original assertions and hypotheses were explored
- Awarded the Creative Writing prize for a piece of independent writing
- Transcribed a collection of letters written by Iris Murdoch in the university archives

## **Other skills and experience**

- Able to speak conversational Spanish.
- Extensive travelling experience across South and Central America, Europe, and South East Asia.
- Active blogger.

## **Online presence**

Linkedin: <http://uk.linkedin.com/pub/jade-m-harvey/53/176/5a3>

Blog: <http://jademarieharvey.wordpress.com>

**References available upon request**