

Alexandra Collier

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Professional Experience

GDJ (Advertising Agency, Melbourne)

Freelance Copywriter

08/17-current

- Write print, digital, TVC and radio broadcast copy for a range of high-profile clients, including Zagame, Mazda, Zoos Victoria, Pause Festival and Massey Ferguson
- Work across a range of tactics: website copy, brochures, eDMs, digital advertising, print campaigns, TV commercials, radio scripts, flyers and more
- Liaise, coordinate and collaborate with designers across a range of mediums

AUSTRALIAN PUBLIC SERVICE COMMISSION (Jobs Website - yet to be launched)

02/18-03/18

Creative Consultant & Copywriter

- Creatively consult on design, flow and voice of new APS Jobs Site
- Develop/research SEO terms and write brand new, targeted copy across entire site

BIG WORDS (Copywriting Agency, Melbourne)

05/17-current

Freelance Copywriter

- Write print and digital copy for a range of real estate, building and restaurant clients

SHOWTIME NETWORKS (NYC)

Senior Copywriter (Three Promax BDA Awards for *Homeland* campaign plus Clio finalist)

02/14-01/17

- Write print and digital advertising copy for major key art campaigns for all original series, documentaries, sports and more
- Manage creation of content for integrated print campaigns
- Collaborate with art directors
- Create affiliate and sales marketing materials for numerous partners within the company
- Create print and interactive digital press kits
- Write marketing and key art copy for Smithsonian Channel programming

BARREL (Digital Creative Agency, NYC)

Freelance Copywriter

06/13-09/13

- Web content creation for financial software client: Transactis

SME BRANDING (NYC)

03/13-05/13

Freelance Copywriter

- Interview executives and write bios for Entertainment Marketing Agency client's website

STYLECASTER (NYC)

06/12-06/13

Freelance Copywriter

- Write SEO-rich features on fashion, beauty and travel for a variety of brands, including Pantene, Dove, PNG Beauty and Clear Hair & Scalp. Featured on StyleCaster, Beauty High and Daily Makeover

ESTEE LAUDER (NYC)

09/12-11/12

Freelance Copywriter

Write copy for animated installation at Mac Cosmetics store

MESH MARKETING (Sydney)

04/13-05/13

Freelance Copywriter

- Web content revision for marketing agency - create tagline, branding strategy and rewrite entire site

LIVING SOCIAL (Sydney)

04/11-04/13

Freelance Copywriter

- Write hundreds of daily deals for a range of businesses, including travel/hotels, restaurants and beauty salons

CLUEY CONSULTING (Melbourne)

01/10-01/11

Freelance Copywriter

- Write SEO content for online business directory for hundreds of listings

ALIGN ENTERTAINMENT GROUP (NYC)

09/07-12/09

Publicity Coordinator & Copywriter

- Coordinate with head of publicity to write all PR materials – including bios, media alerts, pitches and web content for a range of celebrity clients, including Lang Lang, Sarah Brightman, Celtic Thunder and Beijing Music Festival
- Distribute press releases to media and make follow up pitch calls to journalists
- Coordinate tour press for large-scale national tours

LONELY PLANET PUBLICATIONS (Melbourne)

02/05-05/06

Digital Production Content Producer

- Research and write content in all areas: reviews, cities, countries, travel warnings, points of interest, captions and taglines. Plus write articles on hotspots, travel visas etc.
- Copyedit and proofread content plus work with html tags, xml program to input/load text onto site
- Liaise with authors about queries and fact check content

HARDIE GRANT PUBLICATIONS (Melbourne)

08/03-01/05

Editor and Writer

- Copyedit and proofread non-fiction titles
- Research and write chapters and sections for *The World Almanac*
- Write blurbs, press releases and undertake fact checking and research

EDUCATION

Brooklyn College, New York – Masters of Creative Writing

02/10-06/12

Royal Melbourne Institute of Technology, Australia – Professional Writing and Editing Diploma
02/02-06/05

University of Melbourne, Australia – Bachelor of Arts (English Literature/Creative Writing)

02/98-11/01