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# SARAH L. RHODES

COPY WRITER, EDITOR, AND PROJECT MANAGER

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Two Whom It May Concern,

I am writing to express my interest in the Digital Nomad Copywriter position at Remote Job Listings, as advertised. I have over four years of experience as a copywriter and content creator and am highly experienced in multiple forms of content including, but not limited to; marketing comms, branding, events, UX, video scripts, creative storytelling, and social media. In my current role as Contributions Editor and Editorialist at [MuggleNet.com](https://muggle.net) and as the content writer for The Hideout Clothing store, I have written over 100 digital articles and pieces for international clients, and sites in industries such as entertainment, media, art, retail, corporate, government, and universities. I also have a Bachelor of Marketing from Canterbury University which provided me with the basic knowledge and elements of writing, marketing, and UX design. I am currently studying the complete UX design course at Open Classrooms in my free time.

In reviewing the requirements outlined for the position, I am particularly drawn to the emphasis on producing compelling and error-free content. Throughout my career, I have honed my writing and editing skills, consistently delivering high-quality content across various digital platforms. Whether crafting engaging blog posts, optimising website copy for search engines, or developing captivating social media content, I prioritise accuracy and creativity to ensure maximum impact and audience engagement.

My proficiency in SEO principles further strengthens my ability to enhance content visibility and drive organic traffic. By conducting thorough keyword research and implementing strategic optimisation techniques, I have successfully improved search rankings and attracted a broader audience to digital platforms.

Moreover, my experience in conducting in-depth research enables me to gather accurate information from reliable sources, ensuring the credibility and integrity of the content I produce. I pride myself on my ability to generate innovative ideas and concepts tailored to different audiences and industries, demonstrating exceptional creativity in content development.

With excellent time management skills, I am adept at juggling multiple projects and meeting deadlines without compromising on quality. I am also comfortable utilising a range of digital tools and platforms for content creation, collaboration, and communication, ensuring seamless workflow and efficient project delivery.

Furthermore, my adaptability allows me to tailor my writing style to match diverse tones and brand messaging, catering to the unique needs and preferences of various audiences. I am proactive in identifying and pursuing story angles or project opportunities, taking initiative to deliver impactful content that resonates with readers and drives results.

In summary, I am excited about the opportunity to leverage my skills and experience to contribute to the success of Remote Job Listings. I am eager to bring my passion for writing, creativity, and digital marketing to your team and make a meaningful impact on your content strategy.

Thank you for considering my application. I look forward to the possibility of discussing how my qualifications align with the needs of your team in more detail.

Yours Faithfully,

Sarah L Rhodes

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COPY WRITER, EDITOR, AND PROJECT MANAGER

## CONTACT

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-  Nouvelle-Aquitaine, FRANCE
-  [saslrhodes](#)

## PROFILE

Adaptable, highly organised and creative writer and problem-solver who thrives in changing environments. Pre-emptive, high-level trouble shooter, skilled in working collaboratively and calmly under pressure to strict timeframes and budgets. Extensive experience in copy writing, marketing, and project and solutions management in Europe, USA, Australia, New Zealand, and the UK. Works well independently and uses initiative to improve systems and processes by quickly learning new skills. Experienced team leader committed to creating environments where others can be and do their best to ensure delivery of optimal outcomes. Skilled remote team member working with multiple time zones and nationalities.

## EDUCATION

### UX DESIGN

Open Classrooms  
2023 - ongoing

### POST-GRADUATE DIPLOMA OF EVENT MANAGEMENT

Christchurch Institute of Technology  
2011

### DOUBLE DEGREE - BACHELOR OF COMMERCE AND SCIENCE

University of Canterbury  
2004 -2009

## PROFESSIONAL EXPERIENCE

### WRITER AND EDITOR

#### Various Clients | 2020 - present

Writing skills in genres of comedy, creative, blog, satire, technical, UX content, marketing copy, editing, & proofreading

Skills include:

- Formulating texts in accordance with prescribed editorial & formatting guidelines.
- Thorough research of topics, people, facts, & statistics
- Communicating with client to explicate assignment-related expectations & informing client of assignment-related difficulties as detected.
- Familiarity with mainstream word processing software.
- Excellent communication & time management skills.
- Self-motivated, disciplined approach to work.

Achievements include:

- Delivery of monthly articles to an audience of 2 million with the result of high CTR & social media impressions
- Wrote & managed a team completing 250 pieces of original social media copy in two weeks for a Christmas Campaign
- Amassed 60k hits for creative short stories in only a few months with only organic impressions

### PROJECT AND SOLUTIONS MANAGER

#### Various | 2010 - 2020

Extensive experience analysing business' requirements to determine the appropriate solutions that align with the organisation's goals and objectives. Worked constantly with an on going rota of clients world wide. Essential to the delivery of projects were my leadership, communication, and time management skills as well as an ability to build and maintain lasting relationships with stakeholders.

Skills include

- Leadership
- Cross-Functional Collaboration
- Project & Stakeholder Management
- Budget, Resource, & Risk Management
- Problem Solving, Interpersonal & Negotiation Skills
- Performance Monitoring

Achievements include:

- Forged long lasting relationships with high profile clients such as the BBC
- Consistently delivered projects under budget
- Consistently delivered profits where project scope entailed
- Advised governmental department on over 150 events under a multimillion dollar portfolio
- Achieved 30% income growth year-on-year
- Increased profit margin to 66% year-on-year
- Fixed broken departmental relationships

Select partnerships include:

- Melbourne Recital Centre, AU
- Melbourne Symphony Orchestra, AU
- Melbourne Youth Orchestra, AU
- The BBC, UK
- Red Bull, UK
- The PEA Awards, UK
- University of Canterbury, NZ

# SARAH L. RHODES

WRITING PORTFOLIO SAMPLES

## CANTERBURY UNIVERSITY

“What if Wednesdays” Think tank and University recruitment campaign


A free, twice monthly public lecture series

**What if Wednesdays**

**What if we all drove electric vehicles?**

When: 27 May, 7:00pm  
Register now at [www.canterbury.ac.nz/wiw](http://www.canterbury.ac.nz/wiw)

**UC**  
UNIVERSITY OF  
CANTERBURY  
*Te Whare Wānanga o Waitaha*  
CHRISTCHURCH NEW ZEALAND




A free, twice monthly public lecture series

**What if Wednesdays**

**What if more people could understand the Law?**

When: 29 April, 7:00pm  
Register now at [www.canterbury.ac.nz/wiw](http://www.canterbury.ac.nz/wiw)

**UC**  
UNIVERSITY OF  
CANTERBURY  
*Te Whare Wānanga o Waitaha*  
CHRISTCHURCH NEW ZEALAND




A free, twice monthly public lecture series

**What if Wednesdays**

**What if Darwin had persevered with maths?**

When: 10 June, 7:00pm  
Register now at [www.canterbury.ac.nz/wiw](http://www.canterbury.ac.nz/wiw)

**UC**  
UNIVERSITY OF  
CANTERBURY  
*Te Whare Wānanga o Waitaha*  
CHRISTCHURCH NEW ZEALAND



A free, twice monthly public lecture series

**What if Wednesdays**

**What if plastic was not used in facial scrubs?**

When: 22 July, 7:00pm  
Register now at [www.canterbury.ac.nz/wiw](http://www.canterbury.ac.nz/wiw)

**UC**  
UNIVERSITY OF  
CANTERBURY  
*Te Whare Wānanga o Waitaha*  
CHRISTCHURCH NEW ZEALAND




A free, twice monthly public lecture series

**What if Wednesdays**

**What if more volunteered to help communities after disasters?**

When: 20 May, 7:00pm  
Register now at [www.canterbury.ac.nz/wiw](http://www.canterbury.ac.nz/wiw)

**UC**  
UNIVERSITY OF  
CANTERBURY  
*Te Whare Wānanga o Waitaha*  
CHRISTCHURCH NEW ZEALAND




A free, twice monthly public lecture series

**What if Wednesdays**

**What if coaching cricket and other sports could get you a great job?**

When: 25 March, 7:00pm  
Register now at [www.canterbury.ac.nz/wiw](http://www.canterbury.ac.nz/wiw)

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CANTERBURY  
*Te Whare Wānanga o Waitaha*  
CHRISTCHURCH NEW ZEALAND



[https://payload.cargocollective.com/1/7/254687/10335588/EVNT4370\\_WIW\\_300x600\\_Web\\_Ad-BRAIN\\_MASSAGE-1.GIF](https://payload.cargocollective.com/1/7/254687/10335588/EVNT4370_WIW_300x600_Web_Ad-BRAIN_MASSAGE-1.GIF)

[https://payload.cargocollective.com/1/7/254687/10335588/EVNT4370\\_WIW\\_300x600\\_Web\\_Ad\\_alt.gif](https://payload.cargocollective.com/1/7/254687/10335588/EVNT4370_WIW_300x600_Web_Ad_alt.gif)

## MUGGLENET.COM

<https://www.mugglenet.com/author/sas/>

Samples:

Satire

<https://www.mugglenet.com/2020/06/sorting-current-world-leaders-into-hogwarts-houses/>

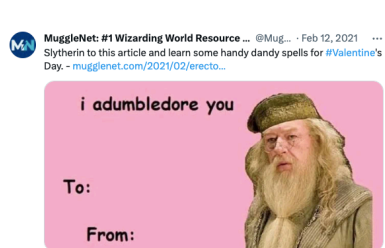
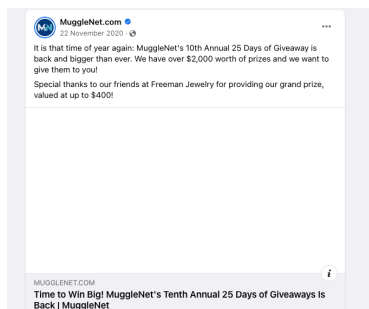
Celebrity interviews

<https://www.mugglenet.com/2020/11/event-report-exclusive-screening-of-the-promise-with-special-guest-alison-sudol/>

## Promotionals for clients

<https://www.mugglenet.com/2020/11/become-a-legendary-quidditch-coach-with-harry-potter-catch-the-snitch-board-game-by-knight-games/>

## Social Media Copy samples



## THE HIDEOUT CLOTHING

Collection introductions:

Current Collection +SOUL

<https://thehideoutclothing.com/collections/soul>

Past collections:

<https://thehideoutclothing.com/collections/love-the-game-i>

<https://thehideoutclothing.com/collections/elevated-spirit>

<https://thehideoutclothing.com/collections/frosty-tropics>

## WORDS FOR BREAKFAST

<https://www.wfb.co.nz/our-work>

*(For special pieces please contact me directly as all of my Copy for WFB was ghost written.)*

## IMPERIAL COLLEGE

Beit Venues website

<https://www.imperialcollegeunion.org/hire-our-spaces>

## RISE OF THE PHOENIX SCREENPLAY

Creative writer and editor

<https://riseofthephoenixscreenplay.com/404>