

# Jessica Ure

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Website/Digital CV: [jessicaure.com](http://jessicaure.com)

*Self-confessed 'word a day' addict, creator of 'come hither' content and long-time freelancer for a myriad of boutique digital agencies.*

## Relevant Experience

### Copywriter // Freelance 2013-present

- creating compelling content to help brands tell their stories, and captivate their audiences. This includes PRs, blogs, articles, web copy, product descriptions, social media posts, feature-length content, taglines and more
- agencies include: Dakota Digital, Hello SEO, Content Media UK, AdRank Media
- on behalf of brands like: Hotels.com, HotelsCombined, Ento, Insight Vacations, Labmate, Petro Online, DealChecker, Celebrity Cruises, Willow Body, Tradify, GrownUps NZ

### Freelance Content Writer // Dakota Digital 2014 – 2016

- writing press releases for distribution to local and international media outlets
- creating blogs, product descriptions and social media posts

### Freelance Content Writer // Hello SEO 2014 – present

- creating web copy for a variety of different sectors
- managing websites/uploading content to blogs
- strategic SEO

### Community Newspaper Coordinator // The ORS Group 2013

- executing a complete overhaul of the Community Newspaper, transforming it from a neglected program into a valued part of The ORS Group
- overseeing the entire publication process, from first drafts to final copy
- working with authors to increase readability, flow and tone
- using InDesign and Photoshop to arrange content into standard newspaper format

### Volunteer Blogger 2012 – 2014

- blogging for various platforms including Perth City Nights, Smart City Hostels and Oz Australia

## Further Work Experience

Duty Manager, Oz Australia 2011 – 2013

Duty Manager, Pumpkin Patch 2008 – 2009

## Education

Bachelor of Arts (Communications) // University of Western Australia 2007-2013

Anthropology Major, emphasis on the human experience

## Additional

- **volunteer** // fund raising for the RSPCA and Australian Heart Foundation
- **just for fun** // camping, hiking, reading, surfing, tennis, freediving, cooking, travel
- **good reads** // Angela's Ashes, Americanah, Rebecca, The Climb, Harry Potter, Pillars of the Earth, Fall of Giants, The Casual Vacancy, Breath, Gorillas in the Mist