



# CHRIS VAUGHAN

*Content creation & marketing*

## ABOUT ME

I'm Chris and I've been a copywriter and content creator in various forms for almost ten years. Initially working within the travel industry creating location-specific content, I navigated various roles including social media executive and copy-editor. More recently, after a short stint working freelance as a content writer, I moved into the paper industry, working at Papergraphics to help with the content side of their newly transactable website. This role has progressed into a broader content role with elements of marketing including contributing towards a company marketing calendar, and engaging with press opportunities.

## EXPERIENCE

### CONTENT CREATION/ MARKETING EXECUTIVE

*Papergraphics | January 2019 - current*

My role at Papergraphics began as a content role, populating the new e-shop website. The role was created to write and load SEO-optimised product copy for hundreds of products, as well as source imagery and procure translations for multiple international arms of the site. I have been a key player within the Purchasing team, contacting suppliers to discover product information, certifications and any other relevant requests. I've created multiple forms of content for the company, including event photography, blog posts, and brochure copy. More recently, the role has matured into a marketing focus, with social media, e-shots and paid promotions coming into play.

### COPYWRITER

*The Villa Collection | 2017-2018*

In this role I worked freelance for a new luxury villa rental website, creating extensive descriptions of luxe villa rentals, alongside location-based landing pages and content blogs. This role required details research and an understanding of the elevated copy requirements that such high-end accommodations need.

### SOCIAL MEDIA EXECUTIVE

*Travelopia | 2016 to 2017*

I've been creating content and handling community management for several travel brands operated by Travelopia (previously SHG) for nine months. I have managed boosting and ad creation, reported on key statistics and ran several successful campaigns during this time. Day to day, I create social content across Facebook, Instagram and Twitter, engage with leads and comments, and shape upcoming plans based upon business directives.

### CONTENT EXECUTIVE

*Travelopia | 2014 to 2016*

Working as a Content Executive at Travelopia added to my travel writing experience. The focus on high-quality, luxury holiday content helped to enhance my vocabulary and style. The role involved use of a CMS to load content for the web, required me to curate and update existing copy and to write original, SEO-optimised copy in-keeping with the brand guidelines.

## CONTACT

- ✉ vaugc002@gmail.com
- ☎ 07747752559
- 🌐 www.christvaughan.co.uk
- 🏠 Crawley

## EDUCATION

### 2:1 BACHELOR OF ARTS: MEDIA STUDIES

2013

University of Surrey

## CONTENT SKILLS

- Experienced CMS user
- Social media content creation
- Story-driven copy writing
- Product copy writing
- Reviewing and copyediting
- Liaising with translators
- Communicating publicly and B2B
- Contributing to content calendars
- Working to deadlines
- Working within teams
- Constant attention to detail
- Photo and video creation