

# PHILIP WILSON

COPYWRITER & CONTENT DESIGNER

User-focused content designer, copywriter, and editor with experience covering global brands, B2B messaging, and freelance content creation. Fascinated by wordplay. Doubly fascinated by opportunities to play with words for a living.

## ME

### Expertise

Web copywriting

UX copywriting

Content design

Proofreading & editing

Long-form blog writing

Content Management Systems

SEO

Editorial typesetting

Adobe software

### Currently learning

HTML/CSS

UX Design Institute: Professional UX Design Diploma

FutureLearn GDS Content Design course

## THE REAL ME

I'm a quintessential bookworm and a between-moments fiction writer whose ego is being kept in check by rejection emails from literary magazines.

I once brought a hotel on the other side of the world to a standstill with one fatal pun (ask me).

Other eclectic interests include:

French lessons

Photograph developing

Woodworking classes

Amateur gardening

Very amateur knitting (*don't ask*)

## EDUCATION

University of the West of Scotland

(BA) Hons Journalism / 2010 – 2014

2:1 Honours classification

Dissertation grade: A

22 class grades A-C, including:

Law & Media Regulation

UK & International Politics

Applied Ethics

International Perspectives

Layout & Design

## LET'S TALK

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## MY WORK

### Content Specialist *AnswerForce / August 2020 – Present*

- Creating bespoke and agnostic landing page content to generate new business leads.
- Producing content for email marketing campaigns, focusing on lead generation and customer follow-up.
- Constructing press releases to announce new product offers and business partnerships.
- Planning content strategies, including webinar collateral, case studies, client interviews, and questionnaires.
- Writing industry-facing and technical blogs, managing content via WordPress, and producing SEO and UX copy to improve click-through rate for the AnswerForce website.

### Content Designer *Hilton Hotels / December 2016 – April 2020*

- Produced UX copy for the Digital Key feature of Hilton's award-winning Honors app – the world's top-rated travel app. As lead copywriter on the project, I published bespoke content for over 3,000 hotels worldwide.
- Audited and created user-focused material for thousands of properties as part of Hilton's largest ever web content overhaul. My work drove growth in conversion and revenue for more than 4,400 hotels, achieving a 21.5% increase in click-through rate over a 10-month period.
- Created SEO content, product descriptions, and headline copy across Hilton's portfolio of brands.
- Edited, proofread, and designed content for affiliated third-party organisations, in collaboration with web developers and designers.

### Editorial Assistant *Arkbound Publishing / January 2019 – July 2019*

- Proofreading, editing, and typesetting novel-length manuscripts.
- Rewriting and proposing edits to improve prose and readability.
- Waterstones link to [Bury Me Where They Fall by Jonathan Watts](#), edited in May 2019.

### Freelance Web Copywriter & Editor / June 2014 – December 2018

- Rewriting web copy and UX content for accessibility – covering digital payment platforms, clothing retailers, and a luxury watch retailer.
- Editing audio and video scripts for YouTube banner videos, independent radio shows, and journalism video packages.
- Producing product descriptions and listings for Amazon vendors, trade and service suppliers, and fashion retailers.
- Creating SEO blog content – financial advice, tourism industry, independent websites, and culture publications (reviews, interviews, and feature articles).
- Independently researched, produced, and edited a 125-page e-book across a five-week period.
- Researching and producing SEO content, from user-focused copy to keyword allocation and 'spintax' writing for content mills.
- Content management and proofreading for associate copywriters while working for a meta-content organisation.