



Matthew IREDALE

Writer, Copywriter & SEO Analyst
www.mattiredale.com
(portfolio)



PROFILE

I am an internationally published writer with a First Class BA Honours in English Literature and over 3 years of SEO and content experience.

Exiting the film industry in 2012, I freelanced as a copywriter, became the Co-Editor-In-Chief of my university's student newspaper and an editor/contributor to the university's literature journal.

I believe my background in print, digital and cinematography brings a uniquely creative edge to my work.



CONTACT

Flat 2, 18 Lansdowne Street
Hove
East Sussex
BN3 1FQ
07710515566
mattiredale@hotmail.co.uk



SKILLS

A2.2 – French Language
Final Cut Pro – Advanced
WordPress – Advanced
Microsoft Word – Advanced
Hitwise – Intermediate
DeepCrawl – Intermediate
HTML/CSS – Intermediate
Photoshop – Intermediate
SquareSpace – Intermediate
Excel – Intermediate
Linkdex – Intermediate
SEMRush – Intermediate
Ahrefs – Intermediate
Screaming Frog – Intermediate
Search Console – Intermediate
InDesign – Novice



WORK EXPERIENCE

Copywriter and Editorial Assistant Nov 2016
(current)
Ernest Journal

With an international print circulation of 8,000 readers per issue, Ernest Journal has been one of the most exciting parts of my career. I assist the Editorial staff by editing, proofing and creating content (print and blog) and curating the magazine's fortnightly newsletter. I undertake outreach, manage and commission the magazine's writing staff, conduct interviews with journalists and develop relationships with our sponsors. I also utilise my SEO skillset for Ernest's website, allowing me to maintain and progress my digital knowledge.

- Two book features contributed to 'The Mysterium' – Published by Hodder and Stoughton 2017 – '[Mysterium Articles](#)'.
- Copy and editing contributed to 'The Oddyesium' – Published by Hodder and Stoughton 2018 – (pending).

Copywriter and SEO Analyst Apr 2017 – Aug 2018
(1 year, 5 months)
iCrossing UK

Starting as a Junior SEO Analyst, I progressed to SEO Analyst and Copywriter. Here, I worked with L'Oreal Paris and 22 of its affiliate brands, Heathrow, Lego, Barclays and a variety of other companies. I supported my clients and the agency by analysing and creating content across all channels, providing SEO insights and strategic content audits. At iCrossing, I was able to specialise in technical SEO whilst continuing to hone my skills in content, helping me to grow my overall knowledge of digital and content strategies.

- Google Certified: Mobile Sites, AdWords Fundamentals, Google Analytics and AdWords Search (maintained regularly).
- Chosen to contribute content and SEO strategy to iCrossing's own marketing efforts.
- Created and disseminated style guides across the agency and freelancers for L'Oréal Paris.

Copywriter and Digital Marketing Executive Nov 2015 – Apr 2017
(1 year, 6 months)
Creative Bloom

In my role, I was responsible for content creation, copywriting, technical SEO insights, content strategy and UX recommendations for the agency, their clients and their affiliated charity arm Zero Waste Brighton. During my time, I had the opportunity to spread myself across a wide remit of digital marketing channels, from PPC to social media and web design. I managed, planned and created a variety of written and visual content, and designed numerous websites for my clients.

- Co-created a content strategy for TV personality Sophie Robinson as part of the BBC's Great Interior Design Challenge.



EDUCATION

1st Class BA Hons English Literature University of Brighton	2012 - 2015
Level 7 Professional Diploma in Filmmaking Central Film School	2011 - 2012
4 A2/AS Levels (Business Studies, English, Psychology, Biology)	2007 - 2009



HOBBIES, INTERESTS & AWARDS

I love walking, hiking and learning French and Italian. I am also the creator and editor of '[Eyes On The Screen](#)', an online film archive/blog. I'm currently reading Kate Raworth's 'Donut Economics', I'm watching French crime drama 'La Forêt' and I'm listening to the haunting sounds of Canadian folk band Timber Timbre in my spare time.

The David Thomas Film Makers Prize from the University of Brighton for my film '[The Customer](#)'.
The Walker May Literature Prize from the University of Brighton for my dissertation.
Top 10 for Student Cinematic Achievement 2012 for '[Do Not Disturb](#)', hosted by Robin Vidgeon BSC. screened at Odeon in Panton Street, London.