Daniel Spence Agnew

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| OBJECTIVE |

I’m a UX copywriter with over ten years’ experience working in travel, arts, and technology sectors. I specialise in producing digital copy and social content, working to tight deadlines and considering SEO benefits.

Copywriting – Copy Editing - Social Media – Content Writing

SEO – WordPress – Adobe Creative Cloud – UX Microcopy

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| EMPLOYMENT |

March 2014 – Present Freelance Copywriter, Editor and Communications Specialist

* **UX Copywriter** for [JustAnswer.com](http://www.justanswer.com) (Oct 2016 - present) writing CRM emails, web copy, PPC ads, and A.I scripts.

Recent freelance clients (web copy, social and feature articles) have included:

* Hertz.com
* CryptolandPR.com
* Narwal PR Blockchain
* Apis Advisory
* Middlesex University
* Student.com
* Insider Guides
* Zest Media Group
* Red Door Furnishings

- **Social Media Editor** for Transport for London (July 2015 - Feb 2016) overseeing a politically sensitive Twitter feed. My duties involved creating social posts, report analysis and ensuring TfL's customer replies were unimpeachable under press scrutiny.

- **Content Editor** for Student.com (May-July 2015) where I ensured all copy published met style guide requirements and managed freelance copywriters.

- **Content Writer** for HostelsClub.com (Sept-March 2014/5) in Venice, Italy where I oversaw their English language content. Duties included travel blogging, copy-editing, social media analysis, blogger outreach, and link building tasks.

Sept 2013 – March 2014 **Copywriter** for lastminute.com (FTC contract)

 Marketing and Advertising

Overseeing lastminute.com's hotel, leisure and theatre promotions, I worked in partnership with stakeholder teams to produce email and web-based marketing copy.

April 2013 – June 2013 **Freelance Listings Producer** for WOW247 (Johnston Press)

 Online Publishing

I helped managed WOW247’s entertainment database and content flow after leaving Global Datapoint in March 2013.

### June 2007 – March 2013 Content Editor for Global Datapoint Ltd

###  Online Publishing

Global Datapoint was one of the leading providers of arts and entertainment listings. Supplying editorial previews, trailers and 'what's on' information to publishers, press, online and location-based services. Clients included Visit London, BFI, Johnston Press, Visit Scotland, and Manchester Evening News.

My core duties involved:

- Providing a weekly editorial guide for the latest films releases, music, theatre and art exhibitions throughout the UK.

- Working with external clients and organisations to promote their latest brands and corporate events.

- Expanding the company's film, media and PR social networking base.

- Co-ordinating and managing two offshore data entry teams.

- Promoting the latest films, theatre productions and music shows.

07/2011 – 03/2013 **Freelance Copywriter** for easyJet holidays

 Online Publishing

I have written travel guides, feature articles and hotel descriptions for easyJet holidays. From overseeing chain hotel descriptions to writing blogs about sightseeing in European cities, I have an excellent understanding of travel industry copywriting.

10/2011 – 08/2012 **Feature** **Writer** for the City and Angel Magazine (Zest Media)

 Online Publishing

### On a freelance basis I have written feature articles for the City and Angel Magazine and NXNW (North by NorthWest). These have included pieces on Central Saint Martins, Barbican Centre, The House (Islington), Yalla Yalla, and Aqua Shard.

2004 – 2007 After university I gained administrative experience working for RBS and Abbey National in Glasgow. I also worked as an Editorial Assistant for the West Highland Way (Loch Lomond National Park) and Assistant Editor for Life at Uni.

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| EDUCATION |

### 09/2001 – 07/2004 University of Glasgow - *MA Honours Degree in History (Faculty of Arts)*

### October ‘15 University of Arts London – *Social Media Marketing*

### August ‘16 Certitec. Adobe Authorised Training -  *Adobe Design CC Masterclass*

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| REFERENCES |

References are available on request.