

# Eilidh MacRae BA(Hons)

FREELANCE LIFESTYLE WRITER & EDITOR

## PROFILE

An experienced, creative and accomplished lifestyle writer and editor. Five years' experience in print and digital; editor of beauty industry magazine 'Vitality' and working for a variety of lifestyle brands providing digital content creation, from website copy and blog posts to social media content and product descriptions.

Areas of expertise include: fashion, beauty, health and interior design. Highly organised with great attention to detail, yet creative and motivated with a proven track record of crafting attention grabbing marketing copy, for both companies I collaborate with and my own online presence/brand.

## EDUCATION

### **BA (Hons) Creative Media Writing with Journalism Upper second class (2.1)**

Middlesex University. September '09 – May '12.

### **Higher Education Diploma – English Literature, History and Sociology**

North Hertfordshire College. September '07 – June '08.

**10 GCSEs** (Grade B-C)

Hitchin Girls' School.

## INTERESTS

I am currently renovating my Victorian terrace, making interior design a great focus of mine at the moment – something I very much enjoy. I practice Ashtanga yoga regularly, and love traveling, particularly to European cities such as Berlin, Amsterdam and Copenhagen. Fashion, beauty and health are also at the forefront of my mind and are all topics that I read about daily. I also love to get out into the countryside with my Labrador, Pip.

## EXPERIENCE

### FREELANCE WRITER

Eilidh MacRae Media. Sept '13 – Present

I established my business in 2013, as a freelance writer working in the lifestyle sector, I work for both digital and print publications and platforms.

My print experience ranges from magazines, lookbooks and catalogues and key skills include: content and page planning, presenting feature ideas at editorial meetings, writing features and copy, editing contributors' work, interviewing, working along side advertisers and assisting the design team.

I am also highly skilled in creating digital content that drives traffic and prompts the desired response from the user. I create content that appeals to the target market, uses current market trends and is optimised for search. My digital experience includes: blog posts, product descriptions, website content, email marketing, social media content with a focus on Instagram, press releases and e-books. I am also experienced with MailChimp, WordPress, Joomla and various other content management systems.

### FREELANCE EDITOR

Vitality: The Members' Magazine for the British Association of Beauty Therapy and Cosmetology. April '13 – November '17

A 68 page bi-monthly members' magazine for professionals in the beauty sector, with an aim to keep industry experts up to date and one step ahead. As the Editor of Vitality, I am responsible for content planning, content writing and editing. This includes researching and sourcing stories, forward features and content planning, writing features, editing contributors' work, assisting the ad and design team and ensuring the publication goes to print on time. Cover stories have included: Beauty – a Beast to the Environment, The Brow Boom, Toxic Beauty and Beauty in the Digital Era.

### COPY WRITER & DIGITAL MARKETING EXECUTIVE

Marketing By Web. September 2012-13

A small but busy Bristol based digital marketing agency. Responsibilities included: creating and implementing digital marketing strategies, writing web copy and blog posts optimised for SEO, and social media marketing.

Prior to and during University I worked in fashion retail for Topshop and Kurt Geiger, including the flagship Topshop store on Oxford Street, London.

Full employment details available on request.

## FURTHER INFORMATION & CONTACT

Further references, testimonials and examples are all available on request.

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