

Sam Mannell

Writing, Editing Marketing, Design

Summary

I have extensive experience in digital marketing, communications, copywriting, and game design work. I hold a Bachelor of Arts degree from the University of Auckland with majors in both English and Linguistics.

As a copywriter and editor, I'm experienced in translating complicated concepts and making them digestible for a general audience, having worked in communications for academia, legal firms, and accounting firms. This has made me an expert in long form content in particular, although I've also led social content creation, including CRM newsletters.

I'm also proficient with a wide range of software including Microsoft Suite; Adobe Experience Manager, Audition, Premiere, and Photoshop; and SEO and social tools such as AHrefs, SEMRush, Google Analytics, Meltwater, and Campaign Monitor.

Education

2013 - 2016	University of Auckland, BA in English and Linguistics
2006 - 2011	Cambridge High School, NCEA Level 3 with Excellence

Experience

2016 - Present	Copywriter <i>Freelance</i>	I write freelance copy for a range of businesses, including coffee roasters, fashion labels, and visual artists. Highlights include working for clients such as Campari and Activision Blizzard. This involves managing clients, time management and personal organisation, understanding a range of industries and audiences, and exceptional writing and editing skills.
2016 - Present	Game Designer <i>Freelance</i>	I am a contract designer for LA company MCDM Productions, which develops tabletop games and third-party <i>Dungeons & Dragons</i> content. This involves both writing and mechanics design. I have also worked for Ghostfire Gaming, based in Australia, and Comet Lord Miniatures.
2022 - 2023	Communications Officer <i>University of Auckland, Faculty of Science</i>	This was a fast-paced digital marketing job which involved producing video and web content, coordinating publications and events from concept, and managing project budgets. I was also responsible for running social media platforms and CRM for the faculty.
2018 - 2022	Lead Editor (<i>previously Content Writer, 2018, and Sub Editor, 2018 - 2021</i>) <i>PureSEO</i>	During my time at Pure SEO I was promoted from content writer to editor, and then to lead editor in 2021. My roles involved developing content strategy, coordinating a busy team of writers and managing work pipelines between departments under tight deadlines. The content strategy I helped to develop for PureSEO's own website won the Gold IAB Award in 2021 for Best Use of SEO/SEM.
2016 - 2018	Dispatch Officer & Roaster <i>Eighthirty Coffee</i>	This role demanded knowledge in specialty coffee, which I gained as a barista for six years prior. I also managed all the shipping and invoices, and roasted coffee with a Loring Kestrel under the direction of Jess MacDonald of Square Mile Coffee.

References

Craig Milliner	<i>Business Dev. Exec., Ozone Coffee (prev. Ops Manager, Kōkako Coffee)</i>	craigmilliner01@gmail.com
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