

Cameron Gorrie

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Digital News Reporter, Copywriter, and Marketing Content creator for international and open-minded people. I write original and engaging content that provides businesses and professionals with a distinctive voice helping them to boost their sales and increase their traffic.

I started my career writing on whatever I could get my hands on. While it wasn't the most focused approach, it did give me a holistic experience and helped stoke the fires of my marketing passion and copywriting technique.

Eager to learn more? Read about my experience (so far) below:

Experience

Digital News Reporter (*Lord Ping Gambling*)

2022 - Present

The key to this role is to write stories that focus on entertainment. Whilst the articles are satirical and meant to echo sensationalist red-top tabloids, the duties of the role are exactly the same as any other news website.

Key duties include:

- Sourcing original and unique stories
- Developing a humorous and satirical tone of voice
- Creating a unique voice for the brand
- Entertaining readers with over-the-top looks at current events

Freelance Copywriter/Content Writer (Multiple contracts)

The biggest marketing and branding campaign you'll do as a freelance worker is the one for yourself. Over the last 18 months, my experience inside and out of the working environment has given me experience beyond my years and has given me all the tools to succeed in an agency. In addition to the featured jobs below, I have also completed a large amount of other freelance contracts.

Content Writer - Uncover Vietnam (2021-2022)

- Improving the readership numbers by writing immersive, in-depth features on Vietnam
- Sourcing photos and editing other writers' posts
- Conducting thorough background research and ensuring each post is perfectly optimised for SEO

Content Writer - Treskplorer (2021-22)

- Being a travel website aimed at a more affluent audience, I have to be certain that my output reflects the needs of the readers
- Much like my other role, strong background research and SEO keyword prominence are key
- Proofreading posts and running them through Frase to make sure keyword targets are hit
- Engaging with readers and building brand recognition

Social Media Marketer Shenanigans, Southampton

(2019-2021)

- Involved in the marketing, and design and responsible for the great uptake in post engagement and follower count
- Led others by managing, motivating and educating our team on Irish traditions
- Building relationships with social media personnel, music artists, customers, and other business owners.
- Designing memorable ads that motivate engagement
- Monitoring key performance indicators and website goals

Work Experience - The Mail on Sunday

August 2018 - October 2018

Internship - M/Six - Group M

August - September 2019

Both work placements gave me tremendous insight into the respective working practices of a major national newspaper and a media buying agency.

Bartender, Banana Wharf, Hamble-le-Rice *(2015-19)* **Education**

(BA) English and Advertising, Solent University (2:1)

(2016 – 2019)

Key Skills gained:

- An understanding of the Advertising and Marketing industry
 - An unorthodox study of English literature
 - Analytical and conceptual thinking, with a conscientious approach to managing workloads.
 - Ability to handle, analyse and interpret complex assignments before presenting them back based on the overall analysis made.
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My personal interests include music, fitness, sports, and reading.

References are available on request.

