

# Eugene Struthers

**COPYWRITER | WEB CONTENT EDITOR | SEO | PROOFREADER & EDITOR**

## PROFESSIONAL SUMMARY

**SEO Copywriter** with 24 years-experience of a wide range of Copywriting, Content writing, Proofreading & Editing, Web-editing, Digital & Social Media content Marketing and SEO requirements.

## CONTACT

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MOBILE: 07733117207 (UK)

## EDUCATION

### **College of Media & Publishing**

06/2016 – 12/2019

**Diploma:** Copywriting level 4

**Diploma:** Investigative Journalism level3

**Diploma:** Proofreading & editing level 4

**Diploma:** Web editing Level 4

**Diploma:** Google SEO Level 4

**1998 - 2003**

### **International College of Journalism**

1 Diploma Journalism

2 Advanced Higher Diploma, Journalism.

### **Cengage Education**

Higher Advanced Diploma:

Freelance Journalism

## JOURNALISM CORE SKILLS

Research & investigation

News reporting

Writing & Editing

Interviewing

Fact checking

Story development

Deadline management

Content adaptation

Ethical reporting

Collaboration

Data analysis

Coverage of various beats

Digital engagement

Content management

Adaptable to fast paced environment

Staying up to date with trends

Networking

Investigative reporting

## EXPERIENCE

**[www.EugeneStruthers.com](http://www.EugeneStruthers.com) UK**

**Job title:- Journalist / Copywriter & Web content editor / Proofreader & Editor**

**October 2013 – Present**

- Self-employed: Qualified & accredited Copywriter, Web content editor Proofreader & Editor,.
- Creating innovative, engaging copy for clients in line with their strategy.
- Crafted SEO-optimized content for website pages, blog posts, and other digital platforms to improve organic search rankings and drive traffic.
- Generating copy & feature content for the corporate website and maintaining the blog.
- Conducted keyword research and analysis to identify strategic opportunities for content creation and optimization.
- Edited and proofread web content to ensure clarity, consistency, and adherence to brand voice and style guidelines.
- Performing Search Engine Optimisation (SEO) duties; keyword research, title and description tags, keyword density, competitor analysis, backlinks, etc.
- Monitored content performance metrics using analytics tools such as Google Analytics and leveraged insights to optimize content strategy and drive continuous improvement.
- Collaborated with cross-functional teams, including marketing and design, to develop and execute content strategies that align with business objectives.
- Utilized content management systems (CMS) such as WordPress to publish and manage web content efficiently.
- Monitored and analysed website performance using tools like Google Analytics to track key metrics and identify areas for improvement.
- Dealing with editing HTML, CSS, JavaScript, etc issues. Website interaction and engagement and presentation. Webpage accessibility.
- Stayed abreast of industry trends and best practices in SEO, content marketing, and web editing to continuously enhance content quality and effectiveness.

**[www.Glamour-Photography.co.uk](http://www.Glamour-Photography.co.uk)**

**Job title:- SEO Web Content Editor & Photographer**

**January 2002 – October 2013**

- Produced engaging and persuasive copy for website pages, product descriptions, blog posts, email campaigns, and social media channels to drive customer engagement and conversion.
- Conducted thorough research on industry trends, target audience preferences, and competitive landscapes to inform content strategy and messaging.
- Develop and edit web content using HTML and CSS to ensure accuracy, consistency, and alignment with design specifications.

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## **COPYWRITING CORE SKILLS**

Create Compelling Content  
Develop Concepts: for campaigns and content strategies.  
Collaborate with other Teams  
Conduct Research  
Edit and Proofread  
Optimize Content for SEO  
Maintain Brand Voice  
Manage Multiple Projects  
Client Communication  
Monitor Content Performance: Analyze metrics  
Stay Updated with Trends  
Create Sales Copy  
Develop Scripts  
Ensure Compliance  
Brainstorm with other Teams

- Optimized web content for search engines (SEO) by incorporating relevant keywords, Meta tags, and other on-page optimisation techniques to improve organic visibility and ranking.
- Edited and proofread all written content to ensure accuracy, consistency, and adherence to brand voice and style guidelines.
- Collaborated closely with cross-functional teams, including marketing, design, and product development, to align content initiatives with overall business objectives.
- Managed content calendars and publishing schedules to ensure timely delivery of high-quality content across multiple digital platforms.
- Utilised content management systems (CMS) such as WordPress, Drupal, or Joomla to upload, format, and publish web content efficiently.
- Monitored content performance metrics using analytics tools such as Google Analytics or Adobe Analytics, and leveraged insights to optimize content strategy and drive continuous improvement.
- Stayed informed about emerging trends and best practices in content marketing, copywriting, and web editing, and applied knowledge to enhance content effectiveness and relevance.

## **SEO CORE SKILLS**

Keyword Research  
Content Optimization  
Technical SEO  
On-Page SEO  
Off-Page SEO  
SEO Audits  
Competitor Analysis.  
Performance Monitoring  
Stay Updated with Trends  
Local SEO  
SEO Strategy Development  
Content Strategy  
User Experience (UX) Enhancement  
Page Speed Optimization  
Reporting and Analysis  
Collaboration  
SEO Copywriting  
Troubleshooting

## **TPM Photography Amsterdam**

**Job title:- Editorial Assistant & Photojournalist**

**February 2000 - December 2001**

- Provided comprehensive editorial support to the editorial team, including proofreading, fact-checking, and formatting content for print and digital publications.
- Assisted in the coordination of editorial projects, from inception to publication, by managing deadlines, liaising with authors and contributors, and ensuring adherence to editorial guidelines.
- Conducted research and gathered reference materials to support the development of articles, reports, and other editorial content.
- Assisted in content creation by writing summaries, drafting copy, and generating ideas for new features or articles.
- Maintained editorial calendars and databases, tracking submissions, revisions, and publication schedules to ensure smooth workflow and timely delivery.
- Managed correspondence with authors, reviewers, and external contributors, providing assistance and support throughout the editorial process.
- Collaborated with design, production, and marketing teams to coordinate the layout, design, and promotion of editorial content.
- Stayed informed about industry trends, competitor publications, and best practices in editorial management to contribute innovative ideas and solutions.

## **PROFESSIONAL MEMBERSHIP**

**Full Member:** - "Journalist"  
The Chartered Institute of Journalists

**Full Member:** - "Journalist"  
International Press card

(Officially recognised by the Police & Government)

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## **PROOFREADING & EDITING** **CORE SKILLS**

Content Creation  
Content Management  
SEO Optimization  
Content Strategy  
Editorial Planning  
**Level 1** - Light Proofread  
**Level 2** - Medium SfEP Structural edit  
**Level 3** - Heavy SfEP Substantive edit  
Quality Assurance  
Multimedia Integration  
User Experience (UX)  
Collaboration  
Analytics and Reporting  
Content Refreshing  
Brand Consistency  
Social Media Coordination  
Content Sourcing  
Compliance  
Training and Guidance  
Problem-Solving  
Technical Liaison  
Market and Audience Research  
Continuous Improvement  
A Content edit  
A Structure edit  
A style edit  
A Presentation edit

**ANS**

**International News Syndicate / ANS Amsterdam**

**Job title:- Freelance Journalist**

**March 1998 – January 2000**

- Conducted in-depth research on assigned topics to gather information from various sources, including interviews, databases, and archives.
- Pitched story ideas to editors and secured freelance assignments with newspapers, magazines, online publications, and other media outlets.
- Wrote clear, compelling, and well-researched articles, features, and news stories tailored to the target audience and publication's style and tone.
- Adhered to strict deadlines while maintaining high standards of accuracy, fact-checking, and journalistic ethics.
- Cultivated relationships with editors, sources, and industry experts to develop a network of contacts and sources for future stories.
- Stayed abreast of current events, trends, and issues relevant to assigned beats or areas of expertise.
- Adapted writing style and approach to suit different publication formats, including print, online, and multimedia platforms.
- Managed administrative tasks associated with freelance journalism, including invoicing, contract negotiation, and rights management.
- Promoted published work through, personal website, and networking events to expand audience reach and build a professional reputation.

## **WEB CONTENT EDITOR** **CORE SKILLS**

Content Creation  
Content Management  
SEO Optimization  
Content Strategy  
Editorial Planning  
Quality Assurance  
Multimedia Integration  
User Experience (UX)  
Collaboration  
Analytics and Reporting  
Content Refreshing  
Brand Consistency  
Social Media Coordination  
Content Sourcing  
Compliance  
Training and Guidance  
Problem-Solving  
Technical Liaison  
Market and Audience Research  
Continuous Improvement

Qualified and accredited **Journalist** with over 24 years of expertise in investigative reporting, feature writing, and news analysis. Adept at crafting compelling stories across diverse media platforms, including print, digital, and broadcast.

Expert **Copywriter** with 20 years experience, in crafting high-quality, SEO-optimized content that enhances online visibility and drives traffic.

Experienced **Editor and Proofreader** with a meticulous eye for detail, ensuring content accuracy and clarity.

Results-oriented **Google SEO Specialist** with over 8 years of experience in optimizing websites to achieve higher search engine rankings and increased organic traffic. Proficient in leveraging Google SEO best practices, including keyword research, on-page optimization, link-building strategies, and performance analysis.

**Digital and Social Media Marketing strategist** with over 6 years of experience in developing and executing innovative marketing campaigns across various digital platforms.