
EUGENE STRUTHERS

WWW.EUGENESTRUTHERS.COM/CV

PROFILE

SEO Copywriter with 25 years' experience delivering measurable results in copywriting, content strategy, proofreading, and digital marketing. Increased organic traffic by 42% for clients through targeted SEO strategies and compelling web content.

Contact

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Core skills

- **Content & Copywriting:** Content Strategy, Copywriting, Editing & Proofreading, White Papers, Case Studies, Press Releases, Blog Management.
- **SEO & Digital Marketing:** On-Page & Off-Page SEO, Link Building, Keyword Research
- **Google Analytics (GA4),** Google Search Console, Ahrefs, SEMrush (if you use it), Email Marketing (Mailchimp), Social Media Strategy
- **Technical Skills:** HTML, CSS, WordPress (CMS), UI/UX Principles
- **Project Tools:** Hootsuite, Buffer, Premiere Pro CC, Filmora X
- **Analysis:** UI/UX Analysis

Qualifications

2015 - 2022

College of Media and Publishing

Diploma: Copywriting

Diploma: Google SEO

Diploma: Proofreading & Editing

Diploma: Web editing

Diploma: Investigative Journalism

Diploma: Digital & Social Marketing

Cambridge College

Diploma: International Relations & Global Politics Level 5

SEO Content / Copywriter / Digital Specialist 10/2013 – present www.EugeneStruthers.com, Preston, Lancashire

- Results-Driven SEO & Content Strategist with over 20 years of experience delivering compelling, high-ranking digital content for diverse industries.
- Proven expertise in boosting organic traffic, increasing user engagement, and driving conversions by transforming brand messaging into engaging narratives.
- Adept at managing the entire content lifecycle, from initial ideation and in-depth SEO research to publication and performance analysis.
- Meticulous editor and qualified journalist committed to producing accurate, clear, and high-quality content that upholds brand integrity.

Copywriter / Web Content editor - 01/2002 – 10/2013 www.Glamour-Photography.co.uk, Preston, Lancashire

- Created online content, email marketing, taglines, headlines, landing pages content, Technical photography training course
- Design and layout of whole website, uploading of content
- Developed and executed a multi-platform content strategy, creating articles, tutorials, and reviews that grew the brand's online audience by 60% over three years.
- Responsible for monthly editorial and training events
- Proofreading & editing of existing content & copy

Editorial assistant - 02/2000 – 12/2001

TPM Photography, Amsterdam, The Netherlands

- Supporting editorial staff in all activities leading to publication
- Coordinated content production by liaising with in-house writers, designers, and photographers to meet strict publication deadlines.
- Managed freelance contributor pipeline, from commissioning articles to processing queries and payments.
- Proofreading, copy-editing and writing online content including via blog, dealing with Dutch Copywriting & Media law issues.
- Rewrote draft articles to enhance clarity, flow, and impact while ensuring adherence to exceptionally high editorial standards.
- CMS & Content Digital Content management / Newsletter production

Freelance Journalist - 03/1998 – 01/2000

ANS International News Syndicate, Amsterdam, The Netherlands

- Authored and pitched news reports and feature articles on Dutch culture, consistently adhering to strict editorial deadlines and house style guides.
- Conducted investigative research and interviewed key sources to develop compelling, fact-based narratives for syndication.
- Managed the full article lifecycle, from initial story pitching and writing to editing, proofreading, and final fact-verification before publication.
- Ensured all published content complied with Dutch and English media law, including regulations on privacy, libel, and defamation.
- Chronicled the full spectrum of Dutch life and culture through authoritative news and feature stories.

Available on request