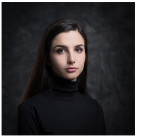


Amelia Foster

Junior Content Writer



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English Literature graduate from King's College London with a passion for clear, engaging writing across digital and print formats. Served as editor-in-chief of the university newspaper, managing a team of **22 writers** and publishing **3 issues per term**. Freelanced for **6 clients** producing blog posts, website copy, and email newsletters. My personal blog on London culture attracts **2,500 monthly readers**. Looking for a content role where I can combine creative thinking with data-informed writing.

■ EXPERIENCE

Freelance Content Writer, Self-Employed, London

Jun 2024 – Dec 2025

Wrote blog posts, website copy, and email content for small businesses and startups on a freelance basis.

- Delivered **55 blog articles** for **6 clients** across travel, wellness, and SaaS sectors, averaging **1,200 words per piece**
- Wrote SEO-optimised content that helped one client's organic traffic grow by **45%** over **6 months**
- Created a **12-email welcome sequence** for a wellness brand that achieved a **42% open rate** and **8.5% click-through rate**
- Maintained a **100% on-deadline delivery rate** across all projects, earning repeat work from **4 of 6 clients**

Editorial Intern, Time Out London, London

Jun 2025 – Aug 2025

Supported the digital editorial team during a 12-week summer internship at Time Out's London office.

- Wrote **18 published articles** covering restaurants, events, and things to do in London, generating a combined **45,000 page views**
- Researched and fact-checked content for **12 features** across the food, culture, and travel verticals
- Managed the editorial calendar for the "Free Things to Do" section, scheduling **3 posts per week**

■ EDUCATION

BA (Hons) English Literature in English Literature, King's College London, London

Sep 2022 – Jul 2025

Graduated with First Class Honours (**72% average**). Dissertation on the representation of London in contemporary British fiction, graded **76%**.

- Relevant modules: Creative Writing, Journalism & Media, Modern British Literature, Rhetoric & Persuasion, Digital Humanities
- Awarded the **King's College English Department Writing Prize** for best creative non-fiction essay
- Published **2 academic essays** in the student journal *King's English Review*

■ SKILLS

Blog Writing • Copywriting • SEO Content Writing • Email Marketing • WordPress • Google Analytics • Ahrefs • Mailchimp • Social Media Copywriting • Editing & Proofreading • Research & Fact-Checking • Adobe InDesign • Interviewing • Deadline Management

■ CERTIFICATIONS

HubSpot Content Marketing Certification, HubSpot Academy

Nov 2024 – Nov 2024

Google Analytics Individual Qualification, Google

Feb 2025 – Feb 2025

■ LANGUAGES

English - Native • Italian - Conversational (A2)

■ PROJECTS

Editor-in-Chief - Roar News (King's Student Newspaper)

Sep 2024 – Jun 2025

Led King's College London's independent student newspaper as editor-in-chief.

- Managed a team of **22 writers, 4 section editors, and 2 photographers** across news, opinion, culture, and sport sections
- Published **9 print issues** over the academic year with a circulation of **1,500 copies per issue**
- Grew the website's monthly readership from **4,200 to 7,800 unique visitors** through consistent online publishing and social sharing
- Wrote **15 feature articles** personally, including an investigation into student housing conditions that was shared **3,200 times** on social media

Personal Blog - "London Lowdown"

Jan 2024

Created and maintained a personal blog about London culture, food, and hidden gems.

- Published **40 posts** over **18 months**, covering neighbourhood guides, restaurant reviews, and cultural commentary
- Grew to **2,500 monthly readers** through organic SEO and Instagram cross-promotion
- Newsletter has **680 subscribers** with an average open rate of **35%**

■ REFERENCES

Lucy Baines, Digital Editor, Time Out London, lucy.baines@timeout.com, +44 7700 900 516

■ EXTRA CURRICULAR ACTIVITY

Creative Writing Workshop Facilitator - KCL Literary Society

Sep 2024 – Jun 2025

Ran monthly creative writing workshops for the university's literary society.

- Facilitated **8 workshops** covering short fiction, poetry, and personal essay writing, with an average of **18 attendees**
- Organised the society's annual open mic night featuring **15 student performers** and an audience of **120**

Volunteer Writer - Centrepont (Youth Homelessness Charity)

Mar 2024 – Dec 2024

Volunteered as a content writer for Centrepont's fundraising and awareness campaigns.

- Wrote **6 case study profiles** of young people supported by the charity, used in fundraising emails sent to **25,000 donors**
- Contributed **4 blog posts** to the charity's website covering youth housing policy and support services