

James Grech

[0437 605 039](tel:0437605039) | jamesgrech.g@gmail.com | jgrech.com | [@imjamesgrech](https://www.instagram.com/imjamesgrech)

Career Objective

As an experienced Copywriter and Project Manager, I am seeking an opportunity to develop my professional skills and further my career. I believe that sharing thoughts, debating ideas, and telling stories connect us all, and a drive to nurture thoughts, develop ideas, and create stories has brought me here.

Education

Bachelor of Communications (Advertising) | RMIT University

Completed in 2017 (With Distinction)

Victorian Certificate of Education (VCE) | Copperfield College

Completed in 2014 (Caltex Best All Rounder Award Recipient)

Professional Experience

Project Manager, Digital Copywriter at BSO Digital

August 2021 – Present

Project Manager Responsibilities:

- Leading multiple large-scale digital projects at a time, from idea conception to final execution and submission, working alongside multiple departments and team members.
- Liaising with clients to review completed projects, discuss current/upcoming projects, and answer client questions via email, phone, digital meetings, and face-to-face meetings.
- Delegating new tasks or project enquiries to appropriate team members and organising team planning meetings to comprehensively cover task details and workflow recommendations.
- Tracking, generating, and providing updates on client campaign reports, i.e. EDMs, social media ads, Google Ads campaigns, and form submission leads.
- Ensure that client monthly maintenance hours are met by setting task priorities for the team and managing team workloads to confirm large-scale tasks are completed per project timelines.
- Building strong client relationships to maintain continued patronage and upselling website hosting, new build projects, and increased maintenance hours.
- Running one-on-one and team internal meetings to discuss upcoming projects, workflows, and client priorities and check in on individual well-being.

Digital Copywriter Responsibilities:

- Editing small and large-scale content provided by clients to improve readability, correct grammatical errors, and ensure strong SEO implementation.
- Writing content for client and internal use, including page content, product descriptions, SEO focussed short blogs, social media campaign copy, scripts, job ads, website fill forms, Google Search Ad headlines, and EDM copy.
- Updating client websites by publishing newly written content, editing and loading client-provided content, updating existing content, taglines, and site images upon client request, and removing unwanted content or pages.
- Creating, updating, and launching EDMs and email automation campaigns within a short time frame, utilising Mailchimp and Active Campaign.
- Improve client website SEO by actioning changes recommended by team SEO specialist, including updating page metadescriptions, editing content to include relevant keywords, adding alt text to images, and performing UX/menu audits.
- Collaborating with designers to provide content for new asset creation for social media posts and promotions, Google Display Ads, website popups and webpage banners.

Freelance Reviews Writer

Qualbert

October 2022 - Present

Game News Australia

May 2021 - May 2022

Cubed3

November 2020 - February 2022

Over 40,000 total review clicks. Writing samples are available at jgrech.com/writing

Responsibilities:

- Efficiently writing creative feature articles and reviews for upcoming video games and new releases.
- Work timely to ensure reviews are submitted, edited, uploaded, and ready to be published by the deadline while adhering to strict embargo guidelines.
- Ensure all writing complies with the publication's editorial guidelines and comprehensively proofread work to ensure strong readability and minimal grammatical errors.
- Drafting approved reviews for publication while incorporating relevant images, videos, and audio files.
- Utilise SEO tools available and personal social media platforms to maximise review reach and engagement.

Advertising Sales Assistant at WIN Television Sales

January 2019 – November 2019

Community Creative Assistant at RMIT Creative

January 2017 – October 2018

References

Mr Nick Araos

Lead Designer, BSO Digital
0433 570 067

Ms Jenna Petran

Project Manager, BSO Digital
0421 244 888

Skill Summary

Software Skills

- Detailed experience with the WordPress backend, including the classic editor, block editor, page creation, menu customisation, plugin utilisation, and a growing understanding of shortcode.
- Comprehensive knowledge using the Microsoft Office Suite and Google Application Suite for document creation and collaborative work efforts.
- Ability to use Meta Business Manager to schedule and publish social media posts and ads.
- Comfortable using Squarespace and Wix website builders as well as Mailchimp and Active Campaign for EDM creation.
- Time spent using the workflow management system Paymo as well as the team communication program Slack.
- Experienced in shooting and editing footage and audio for content creation and folio work.

Communication Skills

- Acquired excellent communication, presentation, and facilitation skills from leading meetings, pitches, and project updates with clients and colleagues.
- Adept social media communication skills from building social media plans for clients and working alongside official RMIT social pages to promote upcoming events.
- Highly developed public speaking skills from performances in the Melbourne Fringe Festival, hosting galas and social events for RMIT, and giving speeches at personal life events.
- Ability to efficiently and effectively lead, or be led, in a team environment due to being a part of team-orientated workplaces, performance ensembles, and in assignment groups.
- Capable of quickly finding resolutions for complications that have arisen through team communication and independent research.
- Adept in taking on and delivering feedback and constructive criticism to better improve personal and team productivity.

Hobbies

Performing Arts

- Performing in, writing for, and directing short pieces of live theatre for the Melbourne Fringe Festival and RMIT productions.
- Experience in setting up high-quality video game live streams using the Twitch platform.
- Paid voice acting experience, performing for creative and commercial projects.

Dungeons and Dragons

- Organising and leading groups of 3-7 people through detailed and creative team-oriented role-playing sessions.
- Developing my creative writing and storytelling skills by delivering sensical narrative beats and creative improvisation.
- Implementing time management skills by planning game sessions to fit within player time restrictions and availabilities.