

CURRICULUM VITAE

JUSTIN DONLON

PROFILE

- Highly motivated, experienced and autonomous professional
- Deep domain expertise in content development and multimedia
- Proven ability to produce growth across a broad range of sectors
- Excellent communication skills across all media formats
- Fluent English & Spanish

PROFESSIONAL SKILLS

Copywriting, Article & Academic Writing
Rich Content Creation
Communication Strategy
Digital Marketing Strategy
Social Media Content Development
Search Engine Optimisation
Video Search Engine Optimization (VSEO)
Local SEO & On-Page SEO
Video Production
Keyword Research & Semantic Search
Google Adwords Campaigns
Google Analytics/ Metrics
Conversion Strategies

SOFTWARE

Adobe Photoshop
Final Cut Pro X & Motion 5
Wordpress & Webflow Web Design Platforms
Hubspot (CRM, Marketing & Sales)
Google Analytics
Google Sheets
Google Search Console
MailChimp & Aweber

EDUCATIONAL BACKGROUND

Royal Irish Academy of Music

Degree in Music, Classical Guitar | 1999 - 2002 |

University College Dublin

B.A. Commerce | 1996 - 1999 |

PROFESSIONAL EXPERIENCE

Content Developer & Multimedia Creative

2012 - Present

Content Development:

- Created copy for multiple websites, individual pages, product pages, as well as benefit-driven copy for homepages
- Constructed article content silos, focusing on keyword position, internal link building, organic growth and site navigation.
- Authored press releases, newsletters, guides, and ebooks, for real estate, professional services, healthcare, education, and other websites
- Produced more than 150 articles and blogs to date for websites and social media channels across diverse industries and topics; whilst adhering to the required style and branding guidelines
- Created and adapted commercial content for multiple social media channels utilizing visual assets such as video, infographics, and multimedia
- Developed content strategy and incorporated keyword research in line with SEO best practices to achieve set targets for organic website traffic growth
- Designed and implemented email campaigns using bespoke landing pages to drive lead generation

Multimedia Experience:

- Developed multimedia and rich content for websites, podcasts, infographics, photography, video, and image design
- Created and implemented navigation structures using graphic design tools to enhance the user experience
- Scripted, edited and published long-form and short-form documentary films
- Created animations and GIFs for websites, presentations, videos, and media channels.

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