

DOMINIC GABRIEL

CONTENT WRITER

CONTACT DETAILS



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PROFILE

As a seasoned Content Writer and former Editor-in-Chief, I bring over thirteen years of rich content writing experience, crafting and leading diverse content initiatives across global markets including the UK, South Africa, Hong Kong, and Malaysia.

Specialising in editorial and news content, my expertise encompasses driving publications to new heights in the property sector and consistently delivering high-quality content to a wide range of clients throughout fintech and beyond.

Throughout my career, I have demonstrated an exceptional ability to curate insightful and impactful news content, as well as long-form copy, while also engaging with key industry figures and subject matter experts.

Skilled in SEO-optimised content creation, I am adept at enhancing brand strategies and building influential industry relationships, positioning me ideally for roles that require an innovative and results-driven professional.

EXPERIENCE

Senior Copywriter

CopyHouse | Remote | *August 2022 to September 2024*

- Spearheaded copywriting projects as a Senior Copywriter in a fast-paced, and client-diverse content marketing agency.
- Demonstrated exceptional research skills, adept at crafting in-depth, multi-page e-books and concise articles and news stories.
- Well-versed in creating marketing copy for every marketing funnel stage.
- Produced ghost-written articles for blogs, magazine features, website redesigns and more for several clients in the eCommerce, Finance, IT and Tech sectors, including the likes of Meta.
- Conducted insightful internal and external video interviews with industry experts in fintech, mortgages, payments and finance to create compelling, must-read articles.

Content Writer & Editor-in-Chief

Commercial People | London | *July 2018 to January 2022*

- Led as the primary Content Writer and Editor-in-Chief for Commercial People & Residential People, pivotal in transforming the portals' news sites - Commercial People News and Residential People News, into authoritative platforms, contributing over 1,500 articles.
- Consistently delivered engaging B2B & B2C news content, covering a wide spectrum of topics within the commercial and residential property sectors.
- Established and nurtured relationships with PR agencies, securing exclusive news, interviews, and content, thereby enriching the portals' news offerings.
- Conducted interviews with property industry leaders and estate agents in the UK and South Africa, providing readers with insider perspectives and insights.
- Researched and wrote property guides and long-form informative content for the news site.
- Collaborated with internal Directors to produce company press releases, emails and social media marketing campaigns.

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CORE SKILLS

- Research-driven, long-form Editorial/Feature writing
- News Writing
- Interviewing (telephone, online and in-person)
- Copywriting/Website content writing
- Script writing experience
- Copyediting & Sub-Editing
- Press Releases, Email-Marketing and Pitching
- WordPress & HTML
- Understanding of SEO and Keyword Research

PERSONAL SKILLS

- Exceptional deadline management
- Efficient at Multi-tasking and operating in multiple roles at once
- Excellent communication skills
- Fast-learner & adaptable

EDUCATION

BA Journalism - Kingston University (2011)

Senior Product Manager

UGC Technology | Hong Kong | 2011 to 2013 & 2015 to 2017

- Sole Creative Copywriter for the company's serviced apartment website, **UPPERVIEW**, producing all written copy on the site.
- Delivered unique website copy and marketing material for banners and email campaigns on a series of content discovery platforms and file hosting websites.

Product Development Executive

Industronics | Hong Kong & Malaysia | 2013 to 2015

- Operated under various roles including Public Relations Assistant, Social Media Manager & Marketing Writer for Malaysian cosmetic store 'MaxBeauty'.
- Copywriter for a myriad of technology-centric projects including Cloud Storage and Virtual Private Network apps.-

Acting Director

FP Internet | Hong Kong & Malaysia | 2013 to 2015

- Undertook multiple roles for 'FP Internet' & 'eCigAir' as the Director of the UGC subsidiary.
- Tasks included ensuring the release of various mobile games on the App Store and Google Play as well as writing in-game and marketing copy for each title.

ACCOMPLISHMENTS

Commercial People News

As Editor in Chief for Commercial People News achieved the **#1 spot on Google search results** for '*commercial property news*'.

UPPERVIEW

As the content writer for the '**UPPERVIEW**' project for UGC, helped the company to successfully market and launch a **multi-million HKD property venture**.