

DOMINIC GABRIEL

CONTENT WRITER

CONTACT DETAILS



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PROFILE

I am a skilled Content Writer with more than ten years of diverse experience producing high-quality written copy for several markets across the UK, South Africa, Hong Kong and Malaysia.

I am a talented, dynamic, versatile wordsmith who has held several senior roles throughout my career.

As a writer, I have demonstrated a high degree of adaptability, having had both in-house and agency experience writing for various industries, including eCommerce, Fintech, property, online gaming, cloud storage and many more throughout my career thus far.

EXPERIENCE

Senior Copywriter

Copy House | Remote | August 2022 to present

- Senior Copywriter in a fast-paced content marketing agency.
- Highly skilled independent researcher capable of creating long-form multi-page ebooks as well as short and concise articles and news posts.
- 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 internal interviews with team members as well as external video interviews with fintech, mortgage and financial thought-leaders to create compelling, must-read articles.

Content Writer & Editor-in-Chief

Commercial People | London | July 2018 to January 2022

I served as the Sole Content Writer for challenger property portals, Commercial People & Residential People. I also was the Editor in Chief for the portals' news sites - **Commercial People News** and **Residential People News**, writing over 1,500 articles.

- Transformed a near-dormant blog into a leading commercial property news portal.
- Delivered regular and timely B2B & B2C-focused news content from across the commercial and residential property sectors.
- Built links from the ground up with PR agencies for exclusive news, interviews and other content across the news sites.
- Conducted interviews with property industry leaders and estate agents in the UK and South Africa.
- 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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CONTENT WRITER

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**.