

rachel smith

COPYWRITING
AND CONTENT

IN A NUTSHELL

I'm a freelance journalist, copywriter and content producer with 20+ years' experience writing for print, corporate clients and agencies. I'm also the founder of creative jobs board Rachel's List.

A FEW OF MY SKILLS

- Fast, efficient researcher with a wide network of expert contacts
- Experienced, adaptable writer
- Advanced knowledge of SEO best practice, keywords and metadata
- Proficient in writing features, ebooks, web copy, case studies, lead magnets, eDMs, infographics, brochures and other forms of copy
- Great communication skills whether working with clients, agencies or in a team setting.

WANT TO SAY HELLO?

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MY COMFORT ZONE

As a generalist writer, I work across a wide range of industries, including:

- Business + banking
- Careers / recruitment
- Interiors + real estate
- Health + wellbeing
- Parenting / kids

CONTENT + COPY EXPERIENCE

FREELANCE COPYWRITER

Various clients | 2004 - present

My work as a copywriter has included:

Destination NSW: I wrote brochures, supplements and SEO copy for Destination NSW for many years.

ACON: I worked as part of a copywriting team on a large, high-profile Ending HIV by 2020 campaign.

Goodman Felder: I worked on BOP copy for Uncle Tobys Delights, Uncle Tobys Fruitfuls, OT's, A.O Bars, Country Cup Noodlers and Muesli Essentials.

Deck of Secrets: I wrote bar and restaurant reviews for many unique 'card deck' gift packs.

Spark Up: I'm the resident copywriter for this marketing and promotions company and am called on to write social copy, point-of-sale copy, consumer booklets, taglines and eDMs. Clients include NSW Police, Nutricia, Karicare, Aptamil and more.

FREELANCE CONTENT PRODUCER

Various clients | 2004 - present

My content work has included:

Nine Digital (9Honey, 9Mums, 9Kitchen): I've worked on native content and content marketing campaigns for clients such as Britax, Brivecto, Bundaberg, Elanco, Fitbit, George Weston Foods, Glad, Nikon, Ryobi, Sigma Amcal and many more.

Village Roadshow: My work here included writing articles, listicles, quizzes, infographics and multimedia content to support movie and DVD releases. I also did some team training.

Brandalism: I'm regularly hired to write articles, interviews, case studies and ebooks for clients such as Australian Seniors, Ruby Connection Westpac, Prospa, Ivy College and Dexara.

Antelope Media: This agency regularly hires me to write blog posts for real estate agents and banks.

Banking clients: I ghost-write consumer banking articles for Newcastle Permanent and Illawarra Credit Union, plus business content for NAB.

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VERY KIND WORDS

"I wouldn't hesitate to recommend Rachel. She's one of the most efficient, excellent writers you will meet."

– Lisa Thomas

Communications manager,
Transport for NSW (formerly
News Corp + Pacific Magazines)

"I've used Rachel Smith's copywriting skills for years. Her creativity, ability to work to tight deadlines and broad spectrum of knowledge continues to impress me. Be it web copy, EDM copy, consumer promotions, in-store point of sale or punchy one liners, she's the one to talk to."

– Nicaly Notting

Owner, Spark Up

"Rachel's writing is engaging, and tailored to mesh well with the tone of whatever title or project she's working to."

– Aletha McHalick

Head of Yahoo Lifestyle
Australia

HIRE ME (This is subliminal)

I'm available for short and long-term freelance gigs and I work remotely (in-house or Skype/Zoom meetings fine).

JOURNALISM + EDITING EXPERIENCE

FREELANCE JOURNALIST

Various publications | 2004 – present

My consumer features have appeared in CHOICE, The Sydney Morning Herald, The Sunday Telegraph, The Sun Herald, marie claire, Good Health, Grazia, Healthy Food Guide, Women's Fitness, Woman's Day, Foxtel, TV Week, CLEO, Dolly, Vacations and Travel, Reader's Digest, Home Beautiful, Inside Out and many other publications.

I have also worked for lots of custom publishers and my work has appeared in BITE, Coles mag, Giftwrap Magazine, Health Agenda (HCF), The Good Guys Magazine, Vet Practice, Restaurant & Catering and many more.

- Links / clippings available on request.

COPYEDITOR / PROOFREADER

Various clients | January 2004 – present

I originally started my career as a magazine sub-editor and love it when I'm called on to make words behave. My editing clients have included Good Shepherd Microfinance, ECMS, Random House, HarperCollins and Dept of Juvenile Justice.

I'M EDUCATED!

Macquarie University – BA in English (1999)

WANT TO FIND ME?

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Podcast: The Content Byte