

Angela Law

Digital Writer & Editor

Angela is a writer, editor, and content strategist with more than six years of digital experience. I am skilled at creating exceptional lifestyle content designed to connect brands with targeted audiences through bespoke content marketing strategies and using best practice SEO to create evergreen content that keeps on giving.

Work Experience

NATIVE CONTENT EDITOR, *Pedestrian Group*

Oct 2020 - Apr 2021 (Contract)

Sydney, AU

- Write and edit native editorial content across all Pedestrian Group titles: Business Insider, Lifehacker, PEDESTRIAN.TV, Gizmodo, and Kotaku.
- Respond to digitally-led advertising briefs.
- Manage feedback from internal and external stakeholders, and publishing content once approved.
- Scheduling all native editorial content on social media platforms: Facebook, Twitter, Instagram, Pinterest, and LinkedIn.

EDITOR, *POPSUGAR*

Jun 2019 - Oct 2020

London, UK

- Write and edit SEO-driven content for POPSUGAR sites in the UK and US.
- Primary areas of focus: health, fitness, beauty, entertainment, sex and relationships, home, and personal finance.
- Establish relationships with key PR contacts in the UK and US markets to facilitate expert and talent interviews, set visits, and product for reviews.
- Harness Google Trends and social media insights to inform daily trend-lead news content.
- Commission, edit, schedule, and publish editorial content from a roster of freelance writers.
- Interviewing names like Rebel Wilson, Anya Taylor-Joy, Katherine Langford, Ncuti Gatwa, Paul Mescal, Daisy Edgar-Jones, and Shalom Brune-Franklin.

EDITOR, *Contiki Marketing Lab*

Sep 2018 - May 2019

London, UK

- Manage the brand's editorial platform, six-two.
- Spearheaded Contiki's first LGBTQI+ influencer campaign as part of World Pride NYC.
- Commission editorial articles from a team of remote writers.
- Manage the SEO strategy for six-two, ensuring website copy and editorial content is optimised to comply with the latest SEO strategies.
- Lead the global editorial strategy for Contiki to ensure all copy is optimised for each stage of the marketing funnel.
- Project manage site migration, working with a remote website developer to report bugs and optimise the site's UX.

DEPUTY EDITOR & ACTING EDITOR, *Urban List Sydney*

Jul 2017 - Jul 2018

Sydney, AU

- Manage the social and editorial calendars for the Urban List Sydney site, set all editorial deadlines, and oversee the workflow of editorial and production teams.
- Manage editorial and photography budgets, and facilitate onboarding of new staff members.
- Streamline the workflow of editorial and content partnerships teams, and create documentation to improve onboarding and training efficiency.

- Edit and approve all native editorial content.
- Implement SEO strategy and re-optimising older content to comply with latest best practice SEO strategies.
- Manage and mentor a team of in-house and regularly contributing writers.
- Write, commission, and edit editorial content.

DIGITAL CONTENT PRODUCER, *Urban List*

Jan 2016 - Jun 2017

Sydney, AU

- Split my time between writing organic editorial stories and producing end-to-end native content campaigns across all lifestyle verticals.
- Produce native photo and video shoots, from the storyboarding phase to implementing on all owned media channels.
- Campaign management for SME clients, including all post-campaign reporting.
- Establish and maintain relationships with key PR contacts in market.
- Attend industry events as an ambassador for the Urban List brand.

CONTENT MARKETING INTERN

Urban List Sydney

Oct 2015 - Jan 2016

FREELANCE PHOTOSHOOT ASSISTANT

I Quit Sugar

Nov 2014 - Feb 2015

BEAUTY INTERN

Maxted Thomas PR (now Stark Matthews)

Jun 2012 - Jul 2012

Educational History

UNIVERSITY OF TECHNOLOGY SYDNEY

Graduate Diploma of Journalism

UNIVERSITY OF SYDNEY

Bachelor of Applied Science

Skills Summary

Writing and Editing
Search Engine Optimisation
Content Strategy
Social Media
Video Production
Native Editorial
Campaign Management

Contact me at:

Email: angelajlaw@gmail.com

Portfolio: <https://www.angelalaw.info/>

LinkedIn: [LinkedIn Profile](#)