

# BILLY STRICKLAND

An ambitious writer with a degree completed in *Creative Writing & Film Studies* with 4 years of professional writing experience including product copywriting and *SEO* practices, creative copywriting such as articles, blog posts as well *scriptwriting*, and general creative writing. Works well in a fast-paced environment and enjoys interaction with a wide range of people. *A keen interest in photography* with an acute eye for detail, drawing inspiration from many creative mediums.

## EDUCATION

B.A. DEGREE

### *Creative Writing & Film Studies - 2:1*

Edge Hill University 2019-2021

HIGHLIGHTS

### *First Class Grade in Second Year Module*

The Art of Scriptwriting for my play 'Dragged.'

### *First Class Grade in Third Year Module*

The Art of Screenwriting for my television pilot 'Immediate.'

## SKILLS

- **Office Pack** - Advanced
- **Windows/Mac** - Advanced
- **Magento/Shopify** - Advanced
- **Retail Pro** - Advanced
- **Copywriting** - SEO, Keywords, Meta Tags, SEO trend forecasting
- **Creative Writing** - Scripwriting, Poetry, Articles, Blog Posts, Reviews
- **Proofreading** - Editing, spellchecking, word and character count
- **Photography** - digital and film, DSLR, Studio and E-Commerce photography
- **Customer Care** - CC best practices face-to-face, phone and email. Queries, problem-solving.

## ACHIEVEMENTS

### *Liverpool Everyman Theatre New Works Programme*

The play 'Dragged' reached the second round of reading in the New Works program.

### *Get Into This (getintothis.co.uk)*

Two published articles centered on film discussion, 2018.

## EXPERIENCE

JUL 2022 - AUG 2023 | KIDS CAVERN | LIVERPOOL, UK

### *Copywriter*

- Working with a close-knit creative team where communication and prioritisation is the key to success.
- Garnered critical SEO experience from working with one of the United Kingdom's biggest sports/fashion brands JD and later Frasers.
- An understanding of how a studio team works and gained unique perspective of the fashion market and how the business operates.

### *Photographer*

- Stepped in the photographer role in the studio when required (holiday cover).
- E-commerce product and model shoots.
- Following studio guidelines, providing exceptional results whilst working with world renowned fashion brands.

SEPT 2020 - JULY 2022 | SKYLINE LTD | LIVERPOOL, UK

### *Painter & Decorator*

- An extensive portfolio of high-level jobs that have been completed, such as universities, schools, and manufacturing establishments.
- Daily targets and aims are met through teamwork and independent tasks.
- Rose to the challenge of busy periods to meet job deadlines and handovers, meeting the expectations of clientele.

NOV 2017 - SEPT 2020 | STARBUCKS | ORMSKIRK, UK

### *Barista*

- Providing a high-quality of consistency in every handmade beverage.
- Memorised a wide variety of menu items and helped customers create custom-made beverages.
- Cashier and till Experience.
- Building and maintaining relationships with customers.
- Teamwork, allowing the store's busy moments to flow easily.
- Healthy and safe food practices.