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PROFILE

Creating my Scottish travel blog and associated social media channels have meant teaching myself skills including SEO, growing traffic and creating fun and successful travel campaigns. I have built a network of contacts from across the Scottish Tourism network and have the privilege of being both a Fife Ambassador and a Visit Scotland Community Ambassador.

My overall goal is to work remotely, online, using my skills in content writing, marketing and social media to help businesses promote themselves online more effectively.

SKILLS

- SEO and Google Analytics
- Social media strategy
- Marketing
- Web content development
- Copywriting

EXPERIENCE

TRAVEL BLOGGER/CONTENT CREATOR

FUNKYELLAS TRAVEL | MAY 2014 - PRESENT

- Managing time and deadlines. As I'm working solo I have learnt to efficiently manage my time.
- Consistently writing new informative and SEO focused articles using relevant keywords so the articles will rank on Google
- Regularly updating social media channels (Twitter, Facebook, Instagram, Pinterest) with engaging and shareable content.
- Dealing with Destination Management Organisations to plan and execute campaigns.
- Creating campaigns which will grab attention on social media and encourage the target readers to engage and share content.
- Schedule social media posts so they are posted at the most effective time for my target readers.
- Taking high quality photographs
- Meet with tourism organisations to discuss campaigns, blogs and social media coverage
- Make relevant contacts within the tourism industry and with influencers.
- Key achievements/projects

KEY ACHIEVEMENTS

- Working with the major tourism leaders in Scotland - Visit Scotland, Historic Scotland, National Trust for Scotland and Calmac Ferries. The campaign we completed with Calmac generated over 1.2 million impressions on social media. The campaign we completed with Historic Scotland generated 1.6 million impressions.
- I co-founded the Scottish blogging group Scotlanders with 5 other influencers. I created the name, logo and several of the campaigns.
- Building a relevant and engaged audience of readers who are interested in Scotland and planning to book a trip to Scotland, which is the main aim of my blog.