

Suzanne Vallance

Copywriter & Content Designer

Contact

07595037643

suzannevallancewrites.com

suzanneirivallance@hotmail.com

About Me

I'm a Glasgow-based content creator with aspirations to grow my career in a dynamic digital environment. My favourite things are brainstorming, puns, and lasagne. Seriously, my family even cooks one on Christmas Day.

Expertise

Content Design & Copywriting

UX, SEO & Accessibility

Proofing & Editing

Information Architecture

Education

Agile Fundamentals

ICAgile, 2021

Content Design

Content Design London, 2019, 2021

Digital Marketing

Academy of Digital Business Leaders, 2015

Website Marketing Fundamentals

City of Glasgow College, 2015

Fashion Business Diploma

Glasgow Caledonian University, 2007 - 2009

My Experience

Content Designer | Shelter Scotland | Apr 2021 - Present

Creating and iterating content based on evidence, user needs, and digital best practices

Collaborating with UX Designers, Service Designers, lived-experience users, and subject matter experts

Content Creator | Frugi Group | Aug 2020 - Mar 2021

Planning, creating, and publishing content for Frugi-owned brands

Conducting site audits to improve UX, taxonomy, and SEO

Supporting PR and trade communications

Copywriter & Content Designer | Hilton | Oct 2016 - Apr 2020

Designing user-focused copy for thousands of properties as part of Hilton's largest ever web content overhaul

Collaborating with Information Architects, Designers, and Developers

Planning and executing content for hotel websites and landing pages

Conducting site audits and creating sitemaps across Hilton's portfolio of brands

Enhancing content according to UX, accessibility, and SEO best practices

SEO Executive | Smarter Digital Marketing | Mar - Sept 2016

Blogging, link building, and copywriting

Technical website optimisation

Analysing websites using SEO tools, heat maps, and AHrefs

Creating marketing reports using Pro Rank Tracker and Google Analytics

Surveyor Liaison/Marketing Assistant | PV Solar UK | 2013 - 16

Analysing lead-generation results and reviewing strategies with branch managers

Stipulating campaign details to branch managers and marketing companies

Advising on marketing and digital best practices