

Lachlanjamescampbell2534@gmail.com • [www.linkedin.com/in/lachlanjcampbell](http://www.linkedin.com/in/lachlanjcampbell) +61 490 537 140 • Weiz, Austria 8160

Entrepreneurial, innovative copywriter with extensive experience in various industries including real estate, surf wear, i-gaming, financial services, beverages, men's fashion, custom bicycles and travel. Highly skilled in providing accurate and effective services to clients, establishing and cultivating relationships through consistent communication and project turnaround. Oversee all facets of project lifecycle from inception to completion, implementing strategic process improvements to facilitate continuous growth and development.

### Areas of Expertise include:

- Content Creation & Article Writing
- Client Relationship Management
- Administrative Operations
- Communication & Reporting
- Cross-Functional Collaboration
- Business Development
- Product Lifecycle Management
- Project Management
- Process Improvement

## Professional Experience

**PROJECT SOKO** • Netherlands • May 2017 – Present

### FREELANCE COPYWRITER

Leverage LinkedIn keywords to collate and analyse effective verbiage for client target segments. Communicate with client teams to outline strategies and overarching objectives, developing and implementing innovative copy.

### Key Accomplishments:

- Improved the SEO and readability of the company website to attract prospective clients.

**TRANSPERFECT** • Netherlands • May 2017 – Present

### FREELANCE COPYWRITER

Develop product descriptions, landing pages, and articles, among other documentation designed for international brands including Wrangler, Heineken, and DAVIDOFF. Curate content in English for distribution internationally, facilitating relevant consumer outreach.

### Key Accomplishments:

- Created effective communications based on varying needs and distribution channels.

**UPSIDE.DIGITAL** • Australia • Dec 2017 – Present

### FREELANCE COPYWRITER

Create business article content for digital agencies and real estate firms, as well as the finance sector in Australia. Research and evaluate relevant social and economical situations to produce relevant, cutting-edge content for readers.

### Key Accomplishments:

- Increased readership and commitments, resulting in increased business.

**ALL IN TRANSLATIONS** • Malta • June 2016 – Present

### FREELANCE COPYWRITER

Author creative, entertaining web content and emails for free-to-play and pay-to-play online casino games.

### Key Accomplishments:

- Maintained client interests through developing relevant and effective outreach content.

*Previous positions include Administrator/Contributor for DutchReview.com, Freelance Copywriter for Spotzer Media Group, Freelance Proofreader and Editor for Key Content, and Freelance Copywriter and Editor for Lektorat Unker.*

## Education & Training

Write Yourself Alive, Writer Rebellion, Online, 2015

**Degree in Real Estate Studies – Client Relations, Sales & Marketing Strategies**  
REAL ESTATE INSTITUTE OF AUSTRALIA | New South Wales | 2012