

Joe Hitchcock

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Professional

Content and SEO Lead

DataFirst SEO (2020 - present)

- I plan and build content for multiple eCommerce and affiliate websites in home product and cannabis niches. Roles include site ideation; SEO/content/monetization strategy; content creation; page design, and link-building.

Editorial positions

The Twin Bill (2020 - present)

- *Creative Nonfiction Editor*. I work with authors, copyedit articles, contribute to content strategy, and seek funding opportunities.

Critical Read Magazine (2020)

- *Fact-Checker*. Freelance fact-checker for eBooks.

Simbi Foundation (2019 - 2020)

- *Blog Editor*. I wrote posts, interviewed thought-leaders, managed submissions.

Content Creator

Freelance content writer (2018 - 2020)

- I wrote long-form copy and interviewed thought-leaders for SaaS, B2C, B2B, nonprofit, and media outlets, including *Fast Company*, *InsideBE*, *CBR*, *GreenState*.

Oxford University Press (2014 - 2017)

- I developed print and digital marketing plans for the release of new titles. Projects included podcasts, PPC campaigns, author interviews, pop-up bookstores.

Intern

Literary Review (2017) - Magazine

Nonsense London (2014) - Digital agency

JWT (2014) - Full-service agency

CHI & Partners (2014) - Full-service agency

Academic

Masters

Oxford University (2014-2016)

- MSt Creative Writing.

Undergrad

King's College London (2011-2014)

- BA(Hons) Philosophy.

Continuing Education

University of British Columbia (2020)

- Writing for Content Marketing online course.

Eastleigh College (2011)

- BTEC Diploma in Fine Art & Design.

Tutor

KC Academy (2018-2020)

- Tutored AP Literature students, college applicants, young writers & readers.

Creative

Trains in the Basement (2020) - Essay series, published in Critical Read magazine.

Awards/Nominations

- 2021 Best of the Net nominee, 2020 Pushcart Prize nominee, 2020 Critical Read fellow.