

Joe Hitchcock

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Experience

Content Lead, Creekside Web (2020 - present)

Content writing & strategy for eCommerce and marketing projects. Part of an interdisciplinary team working across formats and niches such as finance, pets, and retail products.

- Grew sites from 0 - 20K monthly traffic in <18 months
- Outranked high authority domains for target keywords
- Harnessed user, competitor, and on-page analytics to optimize content design
- Negotiated bespoke 6 figure affiliate and sponsorship deals

Copywriter & Content writer, freelance (2018 - 2020)

Freelance writer. I wrote blog posts, how-to guides, and explainers for SaaS, eCommerce, and nonprofit clients, plus articles for media sites like Fast Company, InsideBE, and CBR.

- 500K+ page views
- Wrote for B2C, B2B, and media outlets – for general and niche audiences
- Wrote landing pages, blogs, newsletters, articles, PDFs, etc.
- Editorial experience for magazines and brand blogs

Content Creator, Oxford University Press (2014 - 2017)

In-house marketing team at an international non-fiction publishing house. I developed marketing content for new psychology and pop-sci books.

- Executed concurrent digital, print, and IRL content marketing campaigns
- Worked with high-profile authors to produce blog posts and podcasts
- Traveled internationally, managing pop-up bookstores and speaker events

Copywriter (Intern), various ad agencies (2014)

Intern at three digital ad agencies. I wrote SEO and social media copy.

- Wrote social media copy for retail brands
- Wrote SEO blog posts for retail brands

Education

- **MSt Creative Writing** – Oxford University (2014 - 2016)
- **BA(Hons) Philosophy** – King's College London (2011-2014)
- **Diploma in Fine Art & Design** – Eastleigh College (2011)
- **AP Literature Tutor** – KC Academy (2018-2020)