

TRACEY DAWKINS

FREELANCE WRITER/MUSIC PUBLICIST

A journalism graduate/freelancer writer with diverse experience in producing content for the health, music, entertainment, fashion and travel sector. To view samples, please visit: <https://traceydawkins.wordpress.com/> Also have experience in indie music PR via my music blog New Lease Music: www.newleasemusic.com



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London, UK

WORK EXPERIENCE

Music Publicist

New Lease Music Promotions, 2016 - Now

- Write daily news/weekly album reviews on indie/unsigned artists' music;
- Organised monthly interviews for the blog;
- Manage social media accounts (Twitter, Facebook, Instagram);
- Promote new musicians latest release via email (using Mailchimp) via blogs/magazines, radio stations and playlists

Freelance Writer

Various companies , 2010 - Present

I contributed to various projects remotely, which includes:

Urban Prostar (Music Online Competition), 2019

- Produced/edited content for the company's website;
- Sections/pages covered: contest, taking part, auditions and voting.

Art Knews Magazine, 2018

- Researched and reported on independent music news; image scouring for articles;
- Curated to one-to-watch features and EP/album reviews;
- All content were uploaded to the magazine's Wordpress platform

Music Development Agency, 2017 - 2018

- Kept up-to date with music industry news;
- Performed online/offline research for content and images (Method includes: Interviewing industry experts and musicians, sourcing music news sites);
- Produced long-form copies targeted to help indie/unsigned Musicians with marketing/promotion;
- Upload the content on the agency's CMS

WORK EXPERIENCE

Freelance Writer - Cont'd

Various companies , 2010 - Present

Trivago , 2015

- Checked for accuracy for hotel's name, address and contact details;-
- Compiled descriptions and meta reviews for hotels in the UK
- Uploaded the description and meta reviews using the company CMS and Google Docs

EDUCATION

Sept 2002 - May 2003

Middlesex University

BA Hons Journalism Grade 2:1

Sept 1997 - May 1999

Middlesex University

HND Journalism Grade: MERIT

SKILLS

- Project Management Tools
- Social Media Management
- CMS Management (Wordpress, BlogSpot)
- Microsoft packages (Word, Excel PowerPoint)
- Email Marketing Platforms (Mailchimp)

REFERENCES

Available on request.