

Zoë Greaves

Address
Telephone
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Curriculum Vitae

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Work History

2016 – Present

Freelance Editor Five Books www.fivebooks.com

- Five Books is a content based and affiliate marketing internet start-up currently with 80,000+ visitors to the site each month.
- I work part-time in a small and motivated entrepreneurial team to generate high quality web-site content and to develop the overall brand.
- Research, curation, editorial, online publishing (Wordpress), promotion with strategic use of SEO, social media, google analytics.
- Business development consultancy.

2010 – 2016

Freelance copywriter Knight Frank International, Baker St

- I worked closely with the Knight Frank international and social media teams at their head office in Baker St. This close collaboration ensured the tone and content of all my work reflected their business profile.
- I created original content for Knight Frank flag-ship publications: *Italian View*, *Alpine View* and *International View*.
- I generated original website content based on consultation and wider KF strategy.
- I designed and implemented social media strategies.
- I provided regular blog pieces linked to energetic and consistent social media activity

Freelance digital copywriter Winkworth International, London

- Following a brief to provide lively and entertaining weekly blog pieces and daily copy for use on their website and social media.

Events Manager Waterstones, Oxford.

- Working with the head office events team, I curated a high-profile events programme. I managed all aspects of the running of this programme for 3 years.
- Event planning and strategy for every aspect of the event programme.
- I devised a marketing and social media strategy to successfully support the events.
- I designed all related artwork and promotional material.
- I provided training in events management and social media.
- I received two excellence awards for the results of my initiatives and my work with Waterstones.

2010 – Present

Author children's books: *Hare* published 2015 www.oldbarnbooks.com

Ratcliffe's Who Can Fluke Em Published 2013

- Literary representation by SP-Agency www.sp-agency.co.uk

1999 – 2009

Bookshop Manager / Senior Bookseller Daunt Books, London

I was closely involved in the development of this outstanding independent bookshop company and brand. I was a key part of the team who helped it grow from 2 shops to its current 8 shops.

1996 – 1999

Freelance actress: RSC, BT commercial among others.

1993 – 1996

Central School of Speech and Drama, BA Acting.

Completed Manchester University Art Foundation Diploma in 1991/2.

A' Levels (X4 grade C and above) - GCSE (X8 grade C and above)