

SOPHIE LIZARD

FREELANCE WRITER, EDITOR, MARKETER

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PROFILE

Writing: Professional writer of non-fiction. Specialist in copywriting, blogging and business writing. Ghostwriter of thought leading articles and popular blog posts.

- Published on ProBlogger.net, Lifehack.org and FirepoleMarketing.com as well as countless client websites, newsletters, brochures, advertisements and marketing campaigns

Editing: Managing editor of blogs and online magazines. Developmental editor of books, articles and essays. Sub-editor of any written material in US or UK English.

- Experienced in project management, quality assurance and quality control, working with CMS

Marketing: Effective online and offline marketing strategist and creative director. Consultant on branding, marketing, advertising and public relations. Proficient graphic designer and web designer.

- Focused on user experience, conversion optimisation, and consumer psychology

EXPERIENCE

Lizard Creative Chaos, Bracknell, UK 2009 to present

Owner; Writer, Editor and Marketer

Writing samples and testimonials available at LizardCreativeChaos.com

- Insightful consultant and collaborator in the creative process
- Excellent communicator who establishes trust and poses precise questions to optimise results
- Effective networker in touch with thought leaders, best practice and breaking news
- Founder and editor-in-chief of BeAFreelanceBlogger.com

Recent freelance projects

- **Staff blogger** for Lifehack.org 2013 to present
- **Managing editor and designer** for TheFinalChapterBlog.com 2012 to present
- **Ghost blogger** for clients of Onboardly.com 2012 to 2013
- **Marketing manager, copywriter, creative** for Match2Lists.com 2010 to 2013

EDUCATION AND QUALIFICATIONS

BSc (Hons) Open – The Open University; graduating in 2015

Certificate in Astronomy and Planetary Science – The Open University

Certificate in Natural Sciences – The Open University

BA (Hons) Culture and Media – The University of the West of England (UWE); partial credit

A/AS Level: English, Sociology, Film Studies, Archaeology – Bracknell and Wokingham College