ROBERT MULLANE (He/Him)

Digital Content Copywriter - Journalist - Wordsmith

TL;DR

Hey, I go by Rob. I'm a creative at heart, passionate about writing great-copy, engaging with communities, and telling stories. Over the last few years, I've worked in the radio and tech sectors with a particular focus on gaming, LGBTQ+ topics, and VR. This CV should hopefully give you a bit of a glimpse into the sort of stuff I do.

EXPERIENCE

Digital Content Copywriter | Overclockers UK

September 2021 - Present

Working closely with the broader marketing team, I've brainstormed, managed, and implemented SEO-enriched content throughout the Overclockers UK brand. My primary focus areas have been category pages, PDPs, and blog articles.

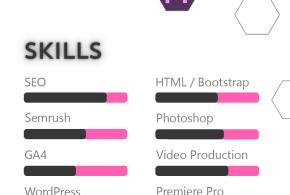
SEO & Website Content: Created and optimised category pages, landing pages, brand pages, and PDPs, significantly improving organic search performance across the site.

Social Media & Video Production: Produced several high-performing TikTok videos, handling scripting, editing, and trend analysis, as well as appearing on camera.

PR & Brand Relationships: Established and maintained relationships with PR teams, developers, and agencies, introducing review content to the OcUK blog. This led to OcUK being featured in accolade trailers and Steam store pages.

Event Representation: Represented Overclockers UK at significant industry events, including The Gayming Awards, Insomnia, Autosport, and EPIC.LAN.

Content Strategy & Copywriting: Created engaging, conversion-focused copy for blogs, marketing campaigns, and product pages, contributing to overall brand growth.



EDUCATION

Multimedia Journalism BA (Hons) | First Class

Degree

The University Of Northampton

BJTC Accreditation

Broadcast Journalism Training Council

Semrush SEO Toolkit Exam

Credential ID #47c60a0cfd1bf1e

inStreamly Gaming Marketing Course

Credential ID ivw7lremtl1pivw7nya7jmw1mnbiruae





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