


## AREAS OF EXPERTISE

Writing | Editing | Copy Editing  
Content Management & Curation  
Community Moderation and Management  
Quiz Show Expert Verifier

# Paul Bugeja

+61411485946 

paulbugeja@shipoffools.com.au 

<https://www.linkedin.com/in/peebee> 

## EXECUTIVE SUMMARY

Public and private sector experience  
in both established organisations and a range of start-ups  
from which I've developed an agile, left-of-centre, diverse skillset  
across the converging marketing-comms-media spaces

## EMPLOYMENT HISTORY

### **Copywriter, Sinorbis (Feb 2021 - present)**

Creation of range of copy including blog posts, white papers, ghost writing and other copy as requested.

### **Copy Editor, Concurve Digital Marketing (Apr 2020 - present)**

Working closely with clients and copywriters to help businesses connect with customers via a range of progressive digital marketing strategies.

### **Blog Writer, Gorilla Jobs (Feb 2020 - present)**

Weekly blog writing on variety of recruitment and other topics. Writing of other copy as requested.

### **Sub/Newsletter Editor, the Millennial Source (Jun 2020 - May 2021)**

Sub-editing, editing and curating daily newsletter.

### **Question Verifier, The Weakest Link, BBC (March 2021)**

Further research, revision and editing of show content to ensure it is legally watertight and engaging.

### **Question Verifier, Millionaire Hot Seat, Jam Media (2016 - 2020)**

Further research, revision and editing of show content to ensure it is legally watertight and engaging.

### **Sub-Editor, Art Guide Australia (Jun 2019 - Sept 2020)**

Sub editing print copy for publication.

### **Question Verifier, Pointless, Endemol Shine (2018-19)**

Question research and verification of show content to ensure it is legally watertight and engaging.

### **Campaign Communications & Press Secretary, Michael Kerr, Mayoral Campaign (Nov 2019 - Apr 2020)**

Lead role helping voice Cllr Michael Kerr in his successful mayoral bid for the 2020 Douglas Shire local government election including: Comms strategy & general campaign advice; press releases; social-media management; preparation of radio and video ad scripts; speechwriting.

### **Online Marketing Coordinator, Arts Centre Melbourne (2015 - 17/2019/2021)**

#### **Website Redevelopment Officer, Arts Centre Melbourne (2016 - 17)**

Maintained and developed website content, including assistance with email marketing campaigns and online promotions. Wide range of duties across ACM's major website redevelopment, including: Migrated existing content and created, proofed and edited new digital assets with a focus on readability and SEO; liaised with internal and external stakeholders to manage expectations on an Agile project; tested deployments of site.

### **Community Moderator, Guardian Australia (2018)**

Nurtured Guardian community debate to ensure theguardian.com had an atmosphere in its comment threads that reflects GNM's values and mission.

### **Sub Editor/Content Manager, Betfair Australia (2009 - 15)**

Prepped content (subbing; headline/by-line writing; insertion of calls to action, image prepping; SEO revision) from journos, bloggers and sporting experts for online publishing; managed the publishing schedule to maximise sporting event coverage; provision of SEO-rich evergreen content.

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## EDUCATION

### **Masters of Publishing & Comms**

The University of Melbourne

Studies: Media Law, Struct Editing, Print Prod & Design, Tech Writing & Editing, Harnessing Digital Disruption

Helped establish Grattan Street Press, University of Melbourne's first student run Publishing House

Attended Fudan University, Shanghai to complete an international intensive (Social Media and Political Change)

WAM (weighted average mark): 83%

### **Diploma of Writing & Editing**

RMIT

Studies: Screenwriting, Journalism, Non-Fiction Writing, Editing, Corporate Writing, Script Editing

GPA: 3.7

### **Bachelor of Arts/Commerce**

The University of Melbourne

Studies: Economics, Business Law, Statistics, Mandarin, Philosophy, Political Science

Final year completed at UC Berkeley, California

## OTHER EMPLOYMENT

Range of freelance writing, editing and content management work

Extensive experience in Tertiary Education Administration

Sales, Customer Service and CRM experience in the Arts

Diverse cv as an actor

## TECHNICAL SKILLS

Photoshop \*

MS Office \*\*\*

G-Suite \*\*\*

A range of CMS's including Sitecore, WP, Squarespace, Wix plus... \*\*\*

Trello, Slack \*\*\*

A range of email automation programmes including MailChimp, Sierra Delta plus... \*\*

Social: Twitter, Facebook, Linked In \*\*

Tessitura (Ticketing & CRM) \*\*

Basic HTML \*

Monsido \*