

Becky Wicks
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Who am I?

A British published author, freelance on-and-offline creative writer with global advertising, radio and magazine experience. I'm looking to find something more permanent and equally exciting in London.

PROFESSIONAL EXPERIENCE

2011 – 2013

HarperCollins Author

'Latinalicious – The South America Diaries, published **December 2013**, **HarperCollins**

Third in the travel trilogy! This time I hiked, trekked and traipsed around Brazil, Ecuador, Colombia, Argentina, Chile, Bolivia and Peru on a nine month travel diary-writing adventure. Ask me about the snorers on buses...

'Balilicious – The Bali Diaries', published in **December 2012**, **HarperCollins**

Sequel to Burqalicious, this time documenting six months in Bali. From shaking ashrams, to healers with cellphone addictions, to raw food revolutions and ghost-hunting on the Gili islands. Sometimes you have to lose yourself completely to find yourself.

'Burqalicious -The Dubai Diaries', published **Feb 2011**. **HarperCollins**

(Rights sold in Australia, New Zealand, China, Russia, Poland, Germany, Slovenia, North America & Canada)

A diary account of two years in the sandpit, documenting the rise and fall of the economy through the eyes of an online entertainment editor/copywriter in the ad industry. And lots of champagne.

2011 – Ongoing

Freelance Copywriter & Social Media Coordinator

I've added SEO driven travel and lifestyle copy to thousands of websites for a multitude of freelance clients including Expedia, PayPal, Yahoo Travel, Bank of Dubai, Concierge Traveller, NineMSN, FOXTEL, Tourism NSW, JumpOnIt/Living Social, Jacobs Creek, IKEA, Microsoft, PayPal/eBay Australia, CNNGo, Live4 Australia, Durex, TheTravelEditor.com and Kodomo.com.

Magazines include: Time Out Dubai, Emirates in-flight magazines, TNT Australia, OK! Magazine, eBay Life Magazine, Hello and Sydney Morning Herald.

Feb 2010 – August 2011

Online Content Editor **Nova 96.9, DMG Radio, Sydney**

- Collaborating with breakfast and night-time presenters and producers to create exclusive Nova show content, transferable online.
- Writing SEO driven feature articles on music news, celebs, entertainments and events. Photographing and filming bands in studio and on location.
- Social networking relevant content, driving traffic to exclusive Nova videos/photos/articles following studio guests and events.
- Extensive use of Photoshop, plus sound and video editing software

March 2008 – October 2009 **Creative & Conceptual Copywriter**

Leo Burnett & BBDO Dubai

- Extensive copywriting and conceptual work on Mercedes, Emirates Airlines and Emirates Holidays, Galaxy, Tatweer (Universal Studios, Dubai Healthcare City, Tiger Woods, etc), McDonalds, General Motors (Chevrolet & Cadillac), Kelloggs, Jazeera Airlines, Laughing Cow, National Bank of Dubai, Du Telecom, P&G.
- Work includes above and below-the-line (radio and TVC script-writing, brochures, print ads, company branding, web-copy), brainstorming new briefs in teams, conducting research, compiling creative ideas for in-house pitching, working on company initiatives, attending radio and TVC edits, dealing with client services on a daily basis. Working to strict deadlines.

July 2007 – March 2008 Online Celebrity Editor **Ahlanlive.com, (HELLO) ITP, Dubai, UAE**

- Managing pre and post launch of new website in association with the biggest selling magazine in the Middle East - celebrity and fashion title 'Ahlan!' 240,000 unique users per month since launch.
- Writing and sending three weekly newsletters to 16,000 newly acquired subscribers
- Reporting on Dubai's 'local celebrity' scene, nightlife, news, events, launches and growing entertainment opportunities. Social networking to drive traffic.

April 2005 – June 2007 Online Entertainments Editor **lastminute.com, London, UK**

- Working within CRM and Marketing departments to determine product and content for targeted 'smart tips' and weekly newsletters – *lastminute.com* (2.8 million subscribers), *Something for the Weekend* (280,000)
- Liaising with PR/West End theatres and writing content on coinciding blogs / video diaries. Managing theatre and travel blogs.

Dec 2003 – Feb 2005 Features Editor **Block Magazine, (Community & Arts) Brooklyn, New York, USA**

- Researching and writing features about local events, places and people in the Brooklyn community.

Oct 2002 – Dec 2003 Editorial Assistant **SW Magazine, Highbury Local Publications, London, UK**

- Writing feature and advertising copy for publication, including restaurant reviews and London happenings

Sept 2001 – Sept 2002 Intern/Admin Assistant **Fluid Post, New York, USA**

- First point of contact for front of house.
- Daily administrative support for the team, including managing company database

EDUCATION:

- Mountbatten Internship Programme, NYC - Certificate of Int'l Business, Cambridge University (LEB)
- University of Lincolnshire and Humberside - BA Hons Degree in Media Production, (classification 2:1)
- Boston College, Lincolnshire - BTEC National Diploma in Media / AS Level Photography
- Gleed Girls Grant Maintained School, Spalding – 9 x GCSE's