

CV

Aoife McKeown

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Summary

I'm a copywriter and content editor with over three years of experience writing for advertising, marketing and e-commerce. I also have a background in translation and arts journalism.

Experience

August 2019 - March 2020

Social Chain, Berlin - Senior Editor

At Social Chain, a social media-first marketing agency, I wrote creative, polished copy for a diverse range of brands in the company portfolio, with a keen editorial eye for the nuances in tone, voice and style required by each. My day-to-day responsibilities include:

- Creating punchy, sharp short-form texts such as headlines, marketing copy, website and product texts, and other website copy in all instances it's needed; writing and researching topical and engaging long-form content and blog articles
- Planning and managing editorial deadlines and schedules; drafting style guides both in-house and brand-specific
- German to English translation and transcreation of texts
- Creating editorial newsletter content other marketing content such as SEO texts and Facebook ads; collaborating with performance marketing and CRM on data-driven campaigns

September 2018 - August 2019

MONOQI, Berlin - Senior English Editor

As Senior Editor, I continued to write creative, polished texts, with the added responsibility of overseeing the work of the English editorial team. This included:

- Ensuring all English editorial output was immaculately written, grammatically perfect and consistently on-brand
- Maintaining the in-house style guide and driving change when needed
- Managing copy deadlines, coordinating with other departments on campaigns

November 2017 - September 2018

MONOQI, Berlin - English Editor

When creating in-house editorial content for MONOQI, a leading online destination for high-end design, I ensured my writing was always informed, fresh and well-crafted. My tasks included:

- Writing creative and sharp short-form copy, headlines and product copy across multiple channels
- Writing editorial, marketing and brand copy for collections and campaigns
- Working closely with CRM on editorial newsletter content and campaigns; writing SEO texts for products
- Developing social media strategy and writing social media content
- German to English transcreation and translation of texts, with a keen understanding of the brand and cultural differences

March 2017 - October 2018

Milengo, Berlin - Translator (German to English)

- Creative translation of texts from German to British English for an e-commerce client, with a keen understanding and cultural awareness of the target market
- Maintaining a specific house style, adapting to ongoing feedback from client
- Use of CAT tools and MemoQ

February 2014 - July 2014

Exberliner Magazine, Berlin - Writer & Editorial Intern

- Writing articles for the print magazine, with a focus on arts and music
- Conducting and transcribing interviews with artists; fact-checking and research
- Writing reviews and column pieces
- Creating daily web content, such as event listings

July 2009 - June 2011

BBC Radio Ulster, Belfast - Online Editorial Contributor

January 2010 - June 2010

The Irish News, Belfast - Arts Writer

February 2009 - July 2010

This Is Fake DIY, Remote - Online Editorial Contributor

Education

September 2009 - September 2010

Belfast Metropolitan College, Northern Ireland - NVQ Level 4&5, Newspaper Journalism

September 2005 - January 2008

Queen's University Belfast, Northern Ireland - LLB Law & French

Languages

English	Native
German	C1
French	B1