

AREAS OF EXPERTISE

Writing | Editing | Copy Editing
Content Management & Curation
Research
Community Moderation and Management

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EXECUTIVE SUMMARY

Broad public and private sector experience from which I've developed a left-of-centre, diverse skillset ensuring agility in the converging marketing-comms-media- content space

EMPLOYMENT HISTORY

Sub-Editor, the Millennial Source (Jun 2020 – present)

Sub editing news for publication

Copy Editor, Concurve Digital Marketing (Apr 2020 – present)

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

Sub-Editor, Art Guide Australia (Jun 2019 – present)

Sub editing print copy for publication

Question Verifier/Researcher, Millionaire Hot Seat, Jam Media (2016-present)

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

Campaign Communications & Press Secretary, Michael Kerr, Mayoral Campaign (Nov 2019 – Apr 2020)

Took a lead role helping voice and promote 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)

Maintained and developed website content, including assistance with email marketing campaigns and online promotions.

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

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

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

Editor-in-Chief, The Big Smoke (2013-15)

Helped build a start-up digital media company from the ground up. Key responsibilities included: Engagement and mentoring of a vast pool of diverse writers; pitching, commissioning and collation of rolling submissions; strategising and scheduling of content for publishing; moderation of comments and social media management; structural editing, copywriting and ghost-writing

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

Paul Bugeja

EDUCATION

Masters of Publishing & Comms

The University of Melbourne

Studies: Media Law, Struc 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: 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 and creative cv as an actor

TECHNICAL SKILLS

Photoshop *

MS Office ***

G-Suite ***

CMS's including Sitecore, Joomla, WP, Movable Type ***

HTML *

MailChimp **

Social: Twitter, Facebook, Instagram, Linked-In **

Trello, Slack ***

Tessitura **