

**KACIE MORGAN**

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**PERSONAL PROFILE**

A food and travel blogger, and freelance writer, with 10 years' experience in writing and 7 years' experience in editing, including experience of using social media to promote my blog, [The Rare Welsh Bit](#).

**EDUCATION AND QUALIFICATIONS**

Sept – Nov 2015	<p><b>BBC Make It Digital</b> Designed by BBC Academy, <a href="#">this course</a> covers aspects of digital marketing such as social media, blogging, search engine optimisation (SEO) and website creation.</p>
August 2014	<p><b>Adobe PhotoShop Introductory Course</b> Two-day course, with further training and exam on 2-4 December 2015 to become certified by Adobe</p>
July 2014	<p><b>Adobe InDesign, Adobe Certified Associate (ACA)</b> A five-day course, followed by an exam</p>
June 2014	<p><b>Social Media Marketing</b> A <a href="#">one-day course</a> accredited by the Chartered Institute of Marketing (CIM)</p>
Sept 2007 - June 2010	<p><b>BA Journalism, Media and Cultural Studies, 2:1</b> Cardiff University</p>
Sept 2005 - June 2007	<p><b>3 A Levels: Sociology (A), Psychology (A), Religious Studies (A)</b> John Kyrle Sixth Form Centre</p>
Sept 2000 – June 2005	<p><b>10 GCSEs, grades A*-B</b> Cowbridge Comprehensive School</p>

**RELEVANT EMPLOYMENT/EXPERIENCE**

<p><b>Feb 2015 – present</b></p> <p><b>Main Duties:</b></p>	<p><b>Self-employed; <a href="http://www.kaciemorgan.co.uk">www.kaciemorgan.co.uk</a></b> Freelance Writer and Blogger</p> <ul style="list-style-type: none"> <li>• Owner of <a href="#">The Rare Welsh Bit</a> food and travel blog (since 2010)</li> <li>• Editor of the food section of <a href="#">Around Town Cardiff magazine</a> (Apr – Oct 2015) – responsible for planning and writing content and sourcing photographs</li> <li>• Managing the Twitter account for @AroundTownWales magazine and writing features on local restaurants (Oct 2015 - Jan 2016)</li> <li>• Producing digital content on financial services-related topics (eg. <a href="#">pension reforms</a> and <a href="#">winter sports travel insurance</a>) for content marketing agency, <a href="#">Brand Content</a> (Feb-June 2015)</li> <li>• Writing and editing tweets on behalf of social media marketing provider, <a href="#">XIBO</a> (March-July 2015)</li> <li>• Writing 300-1000 word local lifestyle stories for <a href="#">LocalSecrets.com</a>, eg. 'Eating out in Cardiff' (Feb-May 2016)</li> </ul> <p><i>Key achievements:</i></p> <ul style="list-style-type: none"> <li>• Wrote <a href="#">a full-page feature on Welsh food for Sainsbury's Magazine</a> (July 2016)</li> <li>• Wrote <a href="#">a full-page feature for South Wales Echo and Wales Online</a></li> <li>• The Rare Welsh Bit was shortlisted in <a href="#">Cosmopolitan's Blog Awards</a> (2015)</li> <li>• The Rare Welsh Bit was named one of <a href="#">Wales Online's 11 top food bloggers</a> (2015)</li> </ul>
<p><b>Feb 2016 – present</b></p> <p><b>Main Duties:</b></p>	<p><b>Cardiff Sixth Form College</b> Marketing Communications Officer</p> <ul style="list-style-type: none"> <li>• Writing 300-700 word stories for the website (<a href="http://www.ccoex.com">www.ccoex.com</a>) regarding student achievements and college events</li> <li>• Compiling literature and merchandise packs for staff attending international</li> </ul>

- exhibitions, in addition to arranging delivery via freight
- Writing all stories for the quarterly newsletter, liaising with our design agency to arrange artwork and printing
- Placing college adverts in international publications, liaising with the publication team and our appointed design agency to produce artwork to defined specifications
- Booking international exhibitions on behalf of the college

*Key achievements:*

- Solely responsible for preparing new website for launch by updating text and photos, using basic CSS and HTML coding, and liaising with website design agency

**October 2012 – April 2014**

**Job Title:**

**Admiral Group plc**

Investor Relations Assistant

**Main Duties:**

- Optimised brand press releases for [Admiral.com](http://Admiral.com) to improve search engine ranking
- Evaluated business press coverage of the Group to assess themes and favourability
- Wrote [250-500 word articles](#) for Admiral's company-wide newsletter, *Column*
- Produced and edited [internal news stories](#) for the staff intranet
- Proofread press releases, [financial results announcements](#) and the annual report
- Wrote copy for, proofread and subedit the [Annual Report 2012-13](#)
- Wrote the [2012](#) and [2013 Corporate Social Responsibility \(CSR\) Report](#)

*Key achievements:*

- Managed the design and production of the [2013 Annual Report](#), including the project timescale and the relationship with the appointed design agency
- Recommended improvements to the [corporate website](#) and updated information following annual/quarterly updates e.g. 'Our Story'; 'Corporate Governance'
- Created all [landing page copy](#) for the staff intranet upon its re-launch

**Feb 2011 – October 2012**

**Job Title:**

**Admiral Group plc**

New Business Executive

**Main Duties:**

- Answered inbound calls, handled queries and sold car insurance policies

*Key achievements:*

- Editor of department newsletter, [The Biz](#), (designed, wrote and edited magazine)

**December 2010**

**Job Title:**

**Media Wales**

Intern

**Main Duties:**

- Wrote articles of up to 150 words based upon press releases, using Word

*Key achievements:*

- Received by-line in *The Western Mail* for contributing to [an article on grit supplies](#)

**Jul – Sep 2010**

**Job Title**

**The Fresh Outlook online, not-for-profit news website (formerly published by Fresh Ties)**

**Main Duties**

Community Editor/Intern

- Planned all content for the community news section of the website
- Used Facebook and Twitter to share community news content
- Used Word to write [community stories](#) and edit content produced by five reporters

*Key achievements:*

- Promoted to Community Editor after two weeks of joining as an intern (left after three months because the role was unpaid)