



KACIE MORGAN

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PERSONAL PROFILE

A freelance food and travel writer with 10 years' experience in writing and editing, and over seven years' experience in social media management.

EDUCATION AND QUALIFICATIONS

Sept – Nov 2015	BBC Make It Digital Designed by BBC Academy, this course covers aspects of digital marketing such as social media, blogging, search engine optimisation (SEO) and website creation.
August 2014	Adobe PhotoShop Introductory Course Two-day course providing a basic overview of Adobe PhotoShop's key functions
July 2014	Adobe InDesign, Adobe Certified Associate (ACA) A five-day course, followed by an exam
June 2014	Social Media Marketing A one-day course accredited by the Chartered Institute of Marketing (CIM)
Sept 2007 - June 2010	BA Journalism, Media and Cultural Studies, 2:1 Cardiff University
Sept 2005 - June 2007	3 A Levels: Sociology (A), Psychology (A), Religious Studies (A) John Kyrle Sixth Form Centre
Sept 2000 – June 2005	10 GCSEs, grades A*-B Cowbridge Comprehensive School

RELEVANT EMPLOYMENT/EXPERIENCE

Feb 2015 – present	Self-employed; www.kaciemorgan.co.uk Freelance Writer and Blogger
Main Duties:	<ul style="list-style-type: none"> • Owner of The Rare Welsh Bit food and travel blog (since 2010) • Writing restaurant profiles and features for website/app, Wriggle, aimed at helping local food lovers discover more of their city through independent food and drink • Editor of the food section of Around Town Cardiff magazine (Apr – Oct 2015) – responsible for planning and writing content and sourcing photographs • Managing the Twitter account for @AroundTownWales magazine and writing features on local restaurants (Oct 2015 - Jan 2016) • Producing digital content on financial services-related topics (eg. pension reforms and winter sports travel insurance) for content marketing agency, Brand Content (Feb-June 2015) • Writing and editing tweets on behalf of social media marketing provider, XIBO (March-July 2015) • Writing 300-1000 word local lifestyle stories for LocalSecrets.com, eg. 'Eating out in Cardiff' (Feb-May 2016)
<i>Key achievements:</i>	<ul style="list-style-type: none"> • Represented Wales in a UK food blogger feature in Sainsbury's Magazine (Jul 2016) • Wrote a full-page feature for South Wales Echo and Wales Online (2015) • The Rare Welsh Bit was shortlisted in Cosmopolitan's Blog Awards (2015) • The Rare Welsh Bit was named one of Wales Online's 11 top food bloggers (2015)
Feb 2016 – Jul 2017	Cardiff Sixth Form College Marketing Communications Officer
Main Duties:	<ul style="list-style-type: none"> • Maintaining the CSFC Website including all updates, writing/editing news stories, traffic reporting and managing the relationship with the college's appointed web

developer;

- Supporting the College's Social Media strategy by managing the Facebook, Twitter and Youtube accounts, providing monthly performance reports
- Producing the annual prospectus and all marketing literature, from course-specific information to monthly newsletters
- Writing and distributing press releases to promote college events and activities in south east Asia
- Handling enquiries from UK and overseas media contacts
- Placing college adverts in international publications, liaising with the publication team and our appointed design agency to produce artwork to defined specifications
- Booking and managing education fairs for the Regional Admissions Director in south east Asia, as required by the marketing plan

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 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

Community Editor/Intern

Main Duties

- 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)