

Stela Gineva

FREELANCE WRITER



"Stela is a great writer who can present complex topics in a simple and accessible manner. She's also more than open to feedback and incorporates all edits as requested and can work either with a detailed brief or simply by being given a title to run with.

"It's a pleasure to work with Stela, and I highly recommend her to anyone looking to produce real quality content." - Karl Tippins, Pension Times Editor

CONTACT ME

+44 (0) 7535702281

stelagineva@gmail.com

 [LinkedIn](#)

RELEVANT EDUCATION

The University of Sheffield, MA Journalism
2018 - 2019



NCTJ Diploma in Journalism
2018 - 2019

SKILLS

- Search Engine Optimization (SEO)
- Social Media Marketing
- Copywriting
- Personal Branding
- Canva
- WordPress
- Adobe PremierePro (Basic)

RELEVANT EXPERIENCE

Content Marketing Writer

January 2022 - Present

ReadyTal (Contract)

I have full ownership of our B2B [remote work blog](#) and social media channels. My achievements and responsibilities include:

- Increasing our website's Google search impressions from 11,000 to 70,000 in three months, while tripling our clickthrough ratio in the same amount of time
- Generating inbound leads through our remote work blog and personal branding projects
- Creating SEO-optimized blog posts to drive engagement and create authority
- Interviewing industry leaders for our expert interview series
- Creating social media assets for our LinkedIn, Facebook, and Twitter accounts
- Assisting with the personal branding efforts of ReadyTal's founders on LinkedIn; our posts achieved multiple comments and engagements, and led to inbound leads

Freelance Personal Finance Writer

May 2021 - Present

Pension Times (Freelance)

I write personal finance articles for the [Pension Times](#) on an ad-hoc basis. My work involves:

- Creating SEO-optimized articles through ClearScope
- Working to a brief to create sponsored content with affiliate links where applicable
- Conducting research into financial products and regulations to ensure accuracy and provide reliable information to the public

Multimedia Journalist

June 2019 - August 2020

Kent Live (Permanent)

I worked on the weekly Folkestone Herald and Dover Express newspapers, as well as the Kent Live website. My role involved:

- Heading a newspaper campaign to save fourteen playgrounds earmarked for closure; funding was secured after our coverage and petition
- Writing front-page stories for our newspaper and website to encourage audience engagement
- Sourcing, pitching and writing exclusive stories syndicated by national publications including TheMirror and The Metro
- Building relationships with regional sources to ensure exclusive access to new stories