



SELMA PAPAPAVLOU

COPYWRITER

"I choose to make the REST of my life, the BEST of my life" -Louise Hay

Have you ever reached a point in your life where you were certain THIS was the path you should be on? You take that deep breath, reset, then take that leap of faith, but this time; it's NOW or NEVER. Introducing to you a *personable copywriter (with a lifetime of real-world experience to draw upon) who is determined to establish herself in the exciting and ever-evolving industry, cement her mark and produce exceptional marketable copy. A determined self-starter, driven to succeed and a penchant to LEARN.*

CONTACT

✉ copybyselma@gmail.com

🌐 www.copybyselma.com

☎ 0405 556 786

📍 15 Morris Drive, Keilor Downs, Victoria.

EXPERTISE

- Copywriting
- Administrative skills
- Time Management
- Acting
- Communication skills

PERSONAL

- Adaptable
- Warm & Friendly
- Perpetual Learner
- Witty
- Self-starter
- Team player

TRAINING

Shot of Copy

Agency Trained

2023

- During this time, I have learnt and am able to apply Copywriting Conversion Frameworks, Master Marketing Messages, Hooks that Turn Heads, Storytelling Secrets, Compelling CTAs and more

EDUCATION

Australian School of Copywriting

2022

The 6-week Guest Client Experience:

- An opportunity to take a creative brief from a guest client, produce quality copy and present to the client

Australian School of Copywriting

2022 - 2023

Copywriting for Profit, Get Paid to Write & SEO Copywriting:

- Producing compelling copywriting pieces
- Understanding the importance and power of SEO
- Learning the mechanics of how to set up a successful copywriting business

SHAW ACADEMY

Various courses:

- Completed courses in Social Media Marketing, Digital marketing & SEO, Blogging, Content Marketing & Blogging and Creative Writing

Australian Writers' Centre

2020

Copywriting Essentials course:

- Producing a range of captivating copywriting pieces

Victoria University

2001-2003

Bachelors of Arts - Media & Communications:

- Subjects include; PR, film, television and radio studies



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WORK EXPERIENCE

FREELANCE CONTENT WRITER

StudioHawk

2023-2025

- Writing SEO content based off briefs issued by StudioHawk.
- Create content of template provided.
- Include SEO elements and Keywords within the body of the text.
- Upload completed content in MondayBoard provided, for consistency of format.
- Revised content based on StudioHawk and Client feedback.
- Participate in the StudioHawk established workflow and communication practices.

COPYWRITING INTERN

Shot of Copy - 3 week Internship

2023

- Produced and delivered an introduction and reactivation email for 3 clients
- Conducted a "Voice of the Customer" survey
- Provided Copywriting coaching via Zoom which included editing client's existing copy
- Undergone several training and development sessions

ADMINISTRATIVE ASSISTANT

Churchill Pryce Wealth Group

2015-2022

- Customer enquiries and contact
- General administrative duties
- Assisting with mortgages, superannuation, life insurance and assisted with claims
- Tea-making connoisseur

IT DEPARTMENT COORDINATOR

Macmillan Publishers

2012-2013

- Coordinating and assigning/enquiries to the in-house IT support
- Troubleshooting basic IT queries
- Setting up and troubleshooting mobile phone and data services for staff
- Administrative duties including ordering supplies

REFERENCES

**Bernadette
Schwerdt**

Founder | Australian School
of Copywriting
0419 891 932

Karl Zaharopoulos

Content Manager |
StudioHawk
0435 552 821

Nikhil Rughani

Director | The Shot of Copy
0438 530 844