

Gizelle Lau

Online Editor, Writer, Copy Writer & SEO Specialist

gizelle.lau@gmail.com

Summary

Working as Online Editor and SEO Specialist for travel website, TripAtlas.com. Continually looking for opportunities in the Internet & Web Industry involving media, journalism, copy writing, advertising, and search engine optimization.

Available for freelance work & projects requiring any writing, editing, search engine optimization, or internet/content management work.

- Online editor and publishing experience, having worked almost 2 years in the web industry professionally: editing and publishing editorial and content, information architecture, coordinating launches, and etc.
- Copy writing & journalism skills from 2 years experience in copy writing/editing and content creation for web/print, including an internet insurance portal, recruitment communications for a university, and other freelance work
- Internet marketing and advertising experience, including search engine optimization/marketing (SEO or SEM) tactics, affiliate programs and applications, pay-per click (PPC) and keyword usage, as well as link building
- Strong oral communication skills from working as a communications and executive assistant, experience liaising with high profile personnel, customer service, and direct marketing and advertising experience
- Excellent multi-tasking and project management skills to ensure the completion of both short and long term tasks
- Proficient in content management systems/applications, coding in HTML, XHTML, CSS, some PHP, use of FTP/SSH clients, Microsoft Office (Word, Excel, Access), queries through Oracle/SQL database systems

Specialties

Travel, insurance, search engine optimization, content management, editorial experience, media and press, copy writing, advertising

Experience

Online Editor & SEO Specialist at TripAtlas.com, a Diamond Group Company

November 2007 - Present (1 year)

- Online editor and writer for TripAtlas.com: responsible for researching facts, editing, writing, and publishing a variety of submitted travel-related content for various daily featured articles

- Creating strategic partnership opportunities with other online communities, websites and portals
- SEO & SEM research and incorporation of various tactics including keyword use, meta information, statistics and analytics to drive targeted traffic via organic search methods
- Responsible for building traffic from a variety of sources including directory submissions and a multitude of web social networking applications and tools (digg, delicious, stumble upon, facebook, and etc.)
- Copy writer for other The Diamond Group Network travel industry properties, including TripAtlas.com, TripOutlet.com, TravelAdSolutions.com, and OfficialCruiseAgent.com

Search Engine Optimization Specialist (Contract Projects) at Convert Marketing Inc.

October 2007 - Present (1 year 1 month)

- Completing freelance search engine optimization work for Convert's Marketing various clients
- Duties include extensive internet website research and documentation for potential link building partnerships, possible article submission sites, and other specified client goals and products
- Responsible for completing research and delivering documents with a relatively short turn around period
- Communication with numerous other web companies to build business to business based relationships/partnerships online

Search Engine Optimization Specialist (Contract Project) at Cornerstone Group of Companies

November 2007 - January 2008 (3 months)

- Working as a contractor to conduct French search engine optimization keyword research using tools such as Google Adwords, Miva, and Good Keywords
- Responsible for keyword research and analysis, SEO consultation, completing deadlines for various project sections, translation work, and liaising with full time staff

Copy Writer for Communications for Web and Print (Freelance) at Tyndale University College

September 2007 - December 2007 (4 months)

- Responsible for creation of communications materials for the recruitment of prospective students, including electronic communications, web content writing, print, and letter correspondence

Communications Officer and Executive Assistant for the Practicum Office at University of Toronto: Faculty of Social Work

September 2007 - November 2007 (3 months)

- Preparation of internal and external communication materials, emails, and correspondence on behalf of practicum office to vast range of students, faculty, staff, professionals and management of various organizations
- Website content management for practicum site: including updating, database maintenance, content production
- Excellent written and oral communication skills used to interact with high profile personnel, as well as students, coordinators, academic staff, teaching centres, placement sites and instructors
- Event planning and organizing skills, including multi tasking of vendors, bookings, and execution

- Working alongside executive directors of the Practicum Office to give administrative and technical support, and multi task while resolving problems and completing demanding tasks on a deadline in a hectic environment

Copy Writer & Content Creation, Internet Marketing Assistant at Kanetix

April 2007 - August 2007 (5 months)

- Member of Kanetix Traffic Team, working to drive online traffic to the Kanetix website through link building, affiliate marketing programs, advertisement/marketing projects, and search engine optimization (SEO) tactics
- Writing and production of informative web content (in French + English) for visitors and SEO purposes, formatting in HTML/ PHP, editing, content management, and publishing articles to website
- Manage and assist in various marketing program/projects, including: communicating with various affiliate webmasters in both English and French, a key player in the migration of an online affiliate application, assisting in pay per click (PPC) and keyword advertising, and procuring online real estate
- Administrative, accounting, and reporting tasks: weekly reporting, data entry and analysis, use of Oracle and SQL database systems, tracking worksite statistics, analytics of traffic numbers, issuing payments for expenses

Education

University of Toronto - New College

HBA, Philosophy, 2003 - 2007

Interests

Challenges, traveling, adrenaline, snowboarding, apple/macs, crossword puzzles, running/jogging, writing, experiencing life, food + wine + cheese. . .

Gizelle Lau

Online Editor, Writer, Copy Writer & SEO Specialist

gizelle.lau@gmail.com



[Contact Gizelle on LinkedIn](#)