

# Enrico Caballero

D.O.B. 16/11/1965  
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I come from a strong writing and editing background but for the last 10 years have worked almost exclusively in the digital space. I'm a quick learning, early adopter with a proven ability to embrace new technologies and identify fresh opportunities to develop and grow business. I've built up and sold 3 successful e-commerce companies and before moving to New Zealand I ran my own agency providing web design and online marketing services. I'm confident, creative and hard working, capable of generating written copy to the highest standards and delivering workable web solutions. I consider myself highly proficient in copywriting for the web and print, site design, online marketing and social media management.

## Employment History

### Digital Design and Communications - EnglishEffect.com

Jan 2008 – Present

Originally an internet entrepreneur I now work with businesses to implement and develop their online marketing presence. Services I offer include:

- Creative copywriting for the web and print.
- Website design, social media management and profile development.
- Strategy, online advertising, e-Commerce, analytics and optimisation.

### Content Director - EnergyHelpline.com

2007 – 2008

Responsible for the creation, production and editing of all written content, online and print media for a leading UK energy switching company. Duties included;

- Working with the marketing team to develop new marketing strategy.
- Producing written content, for the company's websites, print and news output.
- Generating newsworthy content, supporting journalists and creating a steady flow of press-releases and 'publishable' comments on behalf of company directors.

### News Editor, Precise Media - London

2005 – 2007

- Creating content for a wide range of clients across Government, corporate and PR.
- Ensuring the highest standards of accuracy and delivery within strict deadlines.
- Monitoring news outlets for fresh content and identifying breaking stories.

## **Regional Editor, Les Routiers Guides - London**

Nov 2003 – Jan 2005

- Writing and editing entries for two restaurant guides and associated website.
- Managing a small team of contributors, assigning work and editing copy.
- Representing the company and networking and business development.

## **Guidebook Writer, English Tourism Council - London**

Jan 2002 - Oct 2003

- Generating copy for use by official Visit Britain in guidebooks and websites.
- Making quality assessments of guest accommodation on behalf of the English Tourism Council, to international accreditation standards.

## **Restaurant Guidebook Writer, Egon Ronay Guide - London**

Mar 2000 - Jan 2002

- Reviewing restaurants and creating original content for website and guidebook.

## **Education**

**1995 - 1998**

**University of North Wales, Bangor.** BA Honours Criminology

## **Key Skills**

- 7+ years web design experience, expert level Wordpress.
- Highly proficient in writing and editing copy for websites, news-wires, and print.
- Competent in creating original and persuasive marketing text.
- Strong working knowledge of social media, eCommerce and online marketing techniques.
- Web profile and ranking management including SEO, SEM, PPC and Analytics.
- Strong ability to delegate responsibility and team manage.
- Observant and analytically minded, able to communicate efficiently, tactfully and diplomatically.
- Meticulous eye for detail, experienced in editing, proofreading and research.
- Practised in networking and contact building, online and offline.
- Focussed interpersonal skills - capable of liaising with people at all levels
- Ability to take initiative and work independently on multiple projects

## **Other**

- Published author of 2 Kindle e-Books.
- Strong entrepreneurial flare - I've built and sold 3 e-commerce businesses and a boutique real estate / property rentals company from scratch.
- Fluent Portuguese and French speaker, with a working knowledge of Spanish and German.
- Qualified UK Hospitality Standards & Service Quality Auditor

## **Reference:**

Mr Benn Bathgate. Senior Reporter at The Rotorua Review

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