



The Last Resume I'll Ever Write.

Experienced copywriter who was reading her old resumes as inspo for this page and mortified to see that her alleged passion is geTtinG rEsULts lol. Yeah, look. Results are great. Results generally = 💰. But... how boring. Good copy makes your buyer feel understood. And a good copywriter knows how to get inside their head and build a bridge to your brand. WAY more interesting than just “getting results” IMO. Anyway, here’s the career history that got me building bridges all over the place.

CONTACT

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VALUES / BELIEFS

- Write like you mean it
- You don’t have to be everywhere
- Positioning has to be grounded in reality
- Marketing is relationships
- Don’t be a dick

SKILLS & QUALIFICATIONS

- Writing, obv
- Cert. IV in Professional Writing & Editing (2015)
- B. Media (2012)
- Annoying my husband (I am especially qualified in this)
- Positioning & messaging strategy
- Talking to anyone/everyone (I think they call this networking??)

HOBBIES & INTERESTS

- Writing, also obv?
- Ten-pin bowling
- Cleaning my daughter’s room (or she thinks so anyway lol)
- Drawing (although I’m terrible)
- Reading sci-fi & speculative fiction
- Rewatching Lord of the Rings every year (I have a tattoo of the Evenstar on my back lol)
- Also reading marketing, business & psychology non-fiction

Self-employed

casswhitaker.com

FEB 26 - CURRENT

- Writing webpages, emails and social posts for biz owners who are very good at what they do but less good at explaining it.
- Building The Brief, my monthly marketing manual for biz owners who want to understand what they're doing instead of performing random acts of marketing.
- Consulting on positioning, offers, messaging and "why does this sentence sound stupid?" kinda problems.

Founder

Wordcraft

AUG 24 - FEB 26

- Launched a content marketing agency offering SEO, email marketing, social media, content strategy, the works.
- Managed clients, contractors, deadlines, retainers, quality control, and the daily horrors of being The Person in Charge.
- Decided I hated it and packed it all in to go "properly solo" (see: above).

Marketing Manager

Various Small Businesses

MAY 23 - AUG 24

- Ran the marketing function for several companies where I was responsible not only for all of the marketing, but also for literally anything that required words.
- My boss was married to the Managing Director not at one, but at TWO different companies.

Head of Content

Several Agencies

JAN 19 - MAY 23

- Managed a team of writers who were responsible for content strategy and delivery across agency accounts.
- Put out fires, handled client feedback, argued with account managers.
- Won a bunch of content marketing and SEO awards.

Copywriter

Corporate-World

SEP 16 - JAN 19

- Technically started in customer service but I bullied my way into writing blogs and posting on social media.
- Learned that how businesses talk about themselves vs how customers talk about their problems are usually two completely different languages.

Pick-Up-After-Customers Person

Kmart

HIGH SCHOOL - UNI

- If I had a dollar for every time I heard "I don't envy YOUR job" when I was on the floor picking up literally every shoe in the store... well, you know the joke.
- Sometimes I daydream about working this job again. It was actually pretty easy and tbh the customers SHOULD'VE envied it lol.

References available upon... visiting my homepage.