

# LIZ SINCLAIR

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## WRITER/EDITOR

Articles, Business Writing, Blog Posts, B2B Copywriting, Editing, Proofreading, Research, Social Media Management, SEO, Grants, Fundraising, RFP, Proposals, Reports

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## PROFESSIONAL EXPERIENCE

WRITER/EDITOR/COPYWRITER/RESEARCHER - FREELANCE

2007 – Present

**Freelance Article Writer, Columnist, Copywriter, Editor, Ghostwriter**—Various outlets  
*Writing content and stories across business, money, career, public health, environment and travel*

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- Business/money articles for online media site, Work+Money (Granite Media) (2018 – current)
- B2B copywriting for Quill Content, a UK based agency (2017 – current)
- Local copywriting clients include restaurants, businesses and festivals
- Ghostwriter/writer for weekly blogs and monthly columns on social media, business, travel and public health
- Book editor and proofreader (memoir, travel, yoga and poetry)
- Travel/environment/public health articles (Washington Post, Islands Magazine, The Melbourne Age, worldhum.com, The Jakarta Globe and others)
- Travel writing awards: Lonely Planet (travel essay), North American Travel Journalist Association (blog series)
- My Melbourne Laneways Walking Tour is a top-selling *GPS MY City* Walking Guide

GRANTWRITER/FUNDRAISER

2001 – Present

### **Grantwriter and Fundraiser**

*Telling engaging stories for non profits in health and environmental fields*

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- Clients: Cairnmillar Institute, Earthwatch Australia, Mindful Medicine Worldwide, Sacred Childhood, Yayasan Bumi Sehat and others
- Grant win rate over 55% for small non-profits and start-ups (grants range \$10k – \$50k)

CAREER ENLIGHTENMENT

2013 - 2017

### **Contract Writer**—Seattle, Washington, USA

*Interviewing clients and writing or updating Linked In profiles, professional bios and resumes using SEO*

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**CHALLENGE:** Recruited through my Linked In profile to help a high-profile social media expert deal effectively and on a timely basis with a high volume of orders for his job-search and social media services.

**RESULTS:** Took on more clients than other writers, met tight deadlines, with consistently good feedback from clients on work quality

- Worked directly with clients to draft or update their Linked In profiles, bios and CVs using SEO
- My boss described me as 'ambitious, producing top quality work, keen to learn and easy to work with'
- Spent more time with clients than other writers and gained numerous new referrals from past clients and other team members

WRITER/EDITOR, FUNDRAISING &amp; SOCIAL MEDIA ADVISOR

2010-2012

**Yayasan Bumi Sehat—Bali, Indonesia**

*Australian Volunteers International role in maternal/public health center: social media training/management, grant writing, reporting, fundraising, blogging, article writing*

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**CHALLENGE:** Placed in a maternal health center with an inconsistent funding record that relied solely on the efforts of the Director, a poor-quality website and no social media presence.

**RESULTS:** Successfully built social media platforms, increased funding and raised center profile in national media. Trained local counterparts to take over social media maintenance, write successful grants independently, maintain ongoing 'Fundraising Heroes' program, liaise with large donors, produce funding and reporting and maintain visitor program.

- Increased social media followers 33x, built extensive network of influencers and mavens
- Successfully nominated Director for CNN Hero award – she then won Top Ten CNN Hero
- Successfully managed online campaign for CNN Hero of the Year 2011, which the Director won by a large margin
- Helped set up new website, including regular blog posts
- Won grants to produce publication series and numerous other grants
- Formed several key funding partnerships that are ongoing
- Established independent funding circles program – the 'Fundraising Heroes'
- Increased profile in traditional media
- Campaign raised in excess of \$1M to build new clinic building

**OTHER RELEVANT EXPERIENCE:**

ADMINISTRATIVE ASSISTANT (ORIGIN ENERGY, INSURANCE AUSTRALIA GROUP)  
FELLOWSHIP PROGRAMS OFFICER (EARTHWATCH AUSTRALIA), ASSISTANT MANAGER &  
PUBLIC RELATIONS OFFICER (THE BODY SHOP AUSTRALIA)

**PROFESSIONAL CERTIFICATIONS**

CERTIFICATE IV – TRAINING AND ASSESSMENT (CURRENT)  
CERTIFICATE IV – PROFESSIONAL WRITING AND EDITING (CENTER FOR ADULT EDUCATION)  
BASIC COUNSELLING SKILLS (CAIRNMILLAR INSTITUTE)  
PUBLIC RELATIONS OFFICER/RETAIL MANAGEMENT (THE BODY SHOP)  
CERTIFICATE IN THE TEACHING OF ENGLISH AS A FOREIGN LANGUAGE TO ADULTS (TOEFL)

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**EDUCATION**

**UNIVERSITY OF COLORADO, BOULDER – Anthropology/Medieval Studies**

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**LANGUAGES**

NATIVE ENGLISH SPEAKER, FRENCH, INDONESIAN

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**REFEREES**

Michael Yessis/ Senior Editor, Work+Money

Joshua Waldman/Author, Speaker, Trainer, Career Coach

Jen Richardson, Senior Communications & PR Consultant, Trainer

Robin Lim/Midwife, Birth Activist, Author, Speaker, CNN Hero Of The Year 2011

For writing samples or referee details, please contact me.