

## Content Writer

Beyond Marketing - Victoria

2 days ago | Full-time | Part-time

Quick Apply

We are in desperate need of a Content Writer to help grow our company (Home based position with weekly meetings)

Social Media Content writer responsibilities & Duties include:

Writing, editing and publishing engaging content for various social networks, including Facebook, Twitter and Instagram. Optimizing social media posts (language, tone, message) based on our target audience's behaviours.

Qualifications and Skills:

- Superb writing and editorial skills and a passion for storytelling
- Be sophisticated and professional in grammar and writing techniques
- Be willing to learn new skills and follow instructions well
- Highest level of proficiency in researching and writing
- Be patient, willing to communicate with the supervisor and colleagues to fulfill the writing requirements.
- BE ABLE TO HAVE FUN WITH IT

What we offer

- Competitive salary (\$25-40 PER HOUR)
- Performance-based bonus
- Other benefits: Weekly breakfast/lunch

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This is a part time position which will lead into a full time position for the right candidate. Sky is the limit if your looking to become part of something special with a company who likes to promote within.

Join The Team

We invite all qualified candidates to apply. Please note, you must be eligible to work in the country to be considered for this role and priority will be given to local applicants. We thank everyone for their interest, however, only successful applicants will be contacted.

MUST HAVE A GOOD SENSE OF HUMOUR AND BE HARD WORKING!

Job Types: Part-time, Contract

Salary: \$0.00 /year

Job Type: Part-time

Salary: \$25.00 to \$40.00 /hour

[Quick Apply](#)

“Content Writer”. *Beyond Marketing*. 2019,  
[https://hypjobs.ca/job/1487002/Content-Writer?utm\\_campaign=google\\_jobs\\_apply&utm\\_source=google\\_jobs\\_apply&utm\\_medium=organic](https://hypjobs.ca/job/1487002/Content-Writer?utm_campaign=google_jobs_apply&utm_source=google_jobs_apply&utm_medium=organic) Accessed December 11, 2019.

1145 Inlet St  
Coquitlam, BC V3B 6E8

December 9, 2019

Portia Zafforoni  
Beyond Marketing  
805 Langham Ct  
Victoria, BC, V8V 3G5

Dear Ms. Zafforoni,

Beyond Marketing is essential to the Victoria community because it connects small to medium businesses with their desired clientele. I would love for you to consider my application for the Content Writer position at your company, as advertised on on hypjobs.ca. I will be graduating with a psychology degree this coming May, with a large amount of courses dedicated to creative writing.

The phrase “nobody reads anymore”, implies that the written word is dead. This could not be further from the truth. Writing is more alive than ever before thanks to the exponential rise of social media. I understand this thoroughly as the social media manager for Vice (A UBC service). In this position, I harnessed the power of Instagram through copywriting and engaging graphics to raise awareness of the service, increasing event turn-out and increasing usership of our peer support sessions. As a writer for The Ubyyssey, I have gained valuable experience crafting relevant, captivating blog articles with over a thousand views. This process has taught me how to balance writing what I’m passionate about with content that will inform and/or entertain.

Hard-working to the point of overzealous, I am someone who becomes immersed in her passions and content writing is absolutely one of them! My unique degree coursework and experience with content writing have prepared me well to work in an environment that requires innovation, ingenuity, and dedication.

If my background meets your needs, feel free to contact me at [adriennyap@hotmail.com](mailto:adriennyap@hotmail.com) or at 604-779-1761 any day of the week. Thank you for taking the time to review my application and I hope to hear from you!

Warmly,  
Adrienne Yap

# Adrienne Yap

Psychology major, writer,  
content creator

## PERSONAL PROFILE

Fifth year university student with interdisciplinary interests in creative writing and social psychology. Values meaningful, authentic, and creative experiences extending from work to play.

## CORE STRENGTHS

- Detail oriented, methodical, and industrious
- Ability to meet deadlines without fail and thrives under time constraints
- Observant, attentive, and a keen listener

## CONTACT DETAILS

Cell: (604) 779-1761  
Email: adrienneyap@hotmail.com  
Address: 5959 Student Union Blvd,  
Vancouver

## EXPERIENCE

### Social Media Manager

*Vice- August-Present*

- Devise marketing strategies to promote services/events
- Create original, engaging graphics and copy for Instagram and Facebook
- Liaise with other services and organizations to establish partnerships and create new marketing opportunities

### Blog and Culture Writer

*The Ubyyssey: May-Present*

- Design and write engaging articles for print and digital
- Collaborate with editors to provide readers with relevant content
- Interview talented individuals to create insightful, compelling, and authentic pieces

## EDUCATION

### University of British Columbia

*BA in Psychology, 2020*

### Relevant Coursework

- Psychology of Happiness
- *Seminar on mindset, frameworks of thinking, and which behavioural changes can increase wellbeing*
- *Social Psychology*
  - *Theory/research on social behaviour, motivation, attitudes, and group interaction*
- *Introduction to Writing for New Media*
  - *Exploration of and practice in writing for podcasting, blogging, writing for websites and online environments*
- *Introduction to Creative Writing*
  - *Techniques of and practice in fiction, creative nonfiction, profile writing and interviewing techniques*

## MY INTERESTS

- Writing short stories about mental health, self discovery, and/or romance
- All things beauty-related (ie: makeup and skincare)
- Social media management

To: Ashley Steele  
From: Adrienne Yap  
Date: December, 12, 2019  
Subject: Letter of Reference Request

Dear Ashley,

I hope you are doing well and that your year has been successful so far. I am writing this letter to inquire whether it would be possible to provide a reference letter for me, as I am applying for a content writer position with a social media marketing agency.

During our time together at Vice, you oversaw me as the social media manager and have first hand experience with my creation process, work ethic, and marketing style. The opportunity you gave me was priceless and I so enjoyed working under your leadership. The position I am applying for calls for a dedicated individual with working knowledge of social media engagement strategies and the ability to write copy that converts. Seeing how closely we worked together, it felt only natural to reach out to you as a reference.

It would mean so much if you could vouch for me and I appreciate that you took the time to even read this letter, I know you're a very busy person! Please let me know if you would be willing to take on this role and you can reach me anytime at [adriennyap@alumni.ubc.ca](mailto:adriennyap@alumni.ubc.ca) or through my social media accounts (Instagram or Facebook).

Thank you for your time and consideration, have a wonderful day!

Warmly,

Adrienne Yap

Encl. Resume

To: Rachele Benjamin  
From: Adrienne Yap  
Date: December, 12, 2019  
Subject: Letter of Reference Request

Dear Rachele,

I hope your semester is coming along well. I'm writing to you regarding a content writer position that I am applying for. It is for a small, but driven social media company and with your letter of reference (if you would be willing) I hope to join it!

As your research assistant, I had the pleasure of learning the behind-the-scenes of psychological experiments. I learned so much about social processes, as well as how to conduct research. But my greatest takeaway was the ability to think on my feet and solve problems quickly, professionally and calmly. Many of our online interactions document the multitude of dilemmas that cropped up , which is why I would love for you to be my reference.

The position of content writer at a start-up company requires an individual who is not only hard-working, but ingenious and not afraid to consider all possibilities when faced with a problem.

Your letter of reference would mean so much to me and I hope you will consider my request. Thank you very much for taking the time to read this and I thank you for the opportunity to work as a research assistant!

Warmly,

Adrienne Yap

Encl. Resume

To: Tristan Wheeler  
From: Adrienne Yap  
Date: December, 12, 2019  
Subject: Letter of Reference Request

Dear Tristan,

I'm writing this letter to you in hopes that you will consider being my reference. The role I am applying for is Content Writer at a small social media company. Seeing that you are my editor at The Ubysey, it seemed only natural to come to you!

As a blog writer for The Ubysey, I have come to regard writing as more than just a passion. You have shown me that despite the notion of the arts being a void of careerless-ness, it is in fact, a thriving industry. You have first hand experience editing my work, as well as working with me to formulate interesting, relevant pitches. I believe my time with The Ubysey has expanded my writing repertoire to topics that are not only of interest to me, but to others as well.

That is why it would mean so much to me if you would be one of my references for the position of Content Writer at Beyond Marketing. I hope you will consider my request and I appreciate you taking the time to read this.

I hope to hear from you soon,

Warm Regards,

Adrienne Yap

Encl. Resume