

# KAI GREY

## PERSONAL DETAILS

### Address

Scunthorpe, United Kingdom

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### Square Peg Associates Ltd

Scunthorpe, United Kingdom, 14 December 2023

Dear Hiring Manager,

I am writing to express my interest in the Editor position at Square Peg Associates Ltd, as recommended by James Anderson. As a Senior Content Writer with over 5 years of experience, I am eager to bring my skills and expertise to contribute to the excellence of your editorial team.

In my current role at Mango B2B, I have effectively managed editorial calendars, producing original, SEO-optimised content that contributed to increased website traffic and conversions. My excellent editing and proofreading skills ensure grammatical accuracy, style consistency, and adherence to brand guidelines. I am also adept at conducting thorough research to maintain information accuracy and credibility.

During my previous role as a Writer at Boohoo, I played a pivotal role in refining content and implementing A/B testing for headlines and meta descriptions, resulting in a 15% uplift in click-through rates. Additionally, I collaborated closely with cross-functional teams to ensure brand voice consistency and executed initiatives, such as a checklist for editorial standards and a content audit that led to a 20% overall improvement in organic search rankings.

As a Freelance Content Writer on platforms like Upwork, I completed over 150 projects, showcasing my multi-tasking ability to lead projects while maintaining high-quality standards. My proactive approach is evident in initiatives aimed at improving editorial processes and optimising content for better performance.

Thank you for considering my application. I am available at your earliest convenience for an interview and can be reached at +44 1632 960226.

Yours sincerely,

Kai Grey

***Attachment: CV and References***