

# Olaf Jensen

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I am a content and marketing professional with two years of experience in the travel, fintech and marketing sectors. I graduated from the University of York in 2016 with a 2:1 in History. Since then I have worked as the content writer for HotelREZ, a leading hotel representation company, based in London. I specialise in creating and editing high-quality, lucid written content, with the ability to adapt my style to different subjects and contexts.

I am responsible for [B2B](#) and [B2C](#) website content, including press releases, travel industry-related articles, a consumer travel blog featuring hotels and destinations, and for an extensive content audit of all hotel and destination content. Some of this work included grasping the basics of SEO. I was also responsible for curating social media content on Facebook, Twitter, Instagram, and LinkedIn.

I am a diligent and responsible professional with a strong record of working hard to deadlines, collaborating well with colleagues, while individually producing accomplished, intelligent written work. I have also produced a personal blog at [www.letterhole.com](http://www.letterhole.com), showcasing my writing.

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Content and copywriting | website content | SEO | press releases | content audit | editing | working to deadlines | ghostwriting | image sourcing | blogging | collaborating with teams | social media account management |

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## Employment

### **HotelREZ Hotels & Resorts – Content Manager**

November 2016-May 2018

- HotelREZ Hotels & Resorts is a leading hotel representation company providing revenue, sales, distribution and marketing to around 1,000 hotels worldwide. I worked as the company's sole content manager, with a small but diverse team in the company's London office before it was closed down in May 2018.
- Sole responsibility for:
  - B2B and B2C website content including:
    - Consumer travel blog
    - General travel/hospitality industry articles
    - Email marketing
    - Press releases
- Managed a consumer travel blog featuring hotels and destinations:
  - SEO
  - Sourcing images
  - Publicising content across social media
- Undertook an extensive content audit of hotel and location descriptions for the Global Distribution Systems (GDS) and the HotelREZ consumer website, helping to communicate lucid descriptions to clients and hospitality professionals and improve the reach of HotelREZ's offering
- Ghost wrote CEO Mark Lewis's travel industry 'Outlook for 2017' in January 2017 which helped communicate the CEO's – and therefore the company's – industry knowledge and expertise and highlight it's leading role within the hospitality sector
- Created a strategy with the development team to ensure hotel content and images were up-to-date on the HotelREZ website
- Produced social media content on Facebook, Twitter, Instagram, LinkedIn, and Google+, engaging customers, consumers, and clients and highlighting hotels and offers.

- Edited consumer, travel agent and preferred partner emails written by other colleagues to ensure consistent messaging throughout the company.
- Produced website and social media content for The TownHouse Mykonos, an upcoming hotel in Mykonos, and social media and editing/proofing for World Rainbow Hotels, a sister company catering to an LGBT+ clientele.

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## Freelance work & work experience

### Eventogy

July 2017-March 2018

- Wrote blogs the company's Social Media Manager, which increased engagement with events professionals
- Subjects: GDPR, event industry trends, listicles offering suggestions for personalising events

### Eventogy/demoMedia – Content Editor (internship)

August-September 2016

- Wrote blogs for the Eventogy website
- Worked alongside developers and designers
- Ghost-wrote articles; managed social media accounts; drew up a marketing strategy.

### Earthport – PR and Marketing intern

July-August 2016

- Wrote copy for internal communications; prepared awards pitches; drew up a social media strategy for the company's Twitter and LinkedIn profiles; helped launch a social media campaign; learned from meetings with the firm's PR agency; edited and sent out a daily email campaign.

### Wardour – Editorial Team (work experience)

August-September 2015

- Work experience with the editorial team; produced copy for clients including Chartered Institute of Securities and Investment and Heineken; invited back for work on behalf of EY (Ernst and Young) for client research in Canary Wharf.

### Deutsche Bank – GTB Marketing (work experience)

July 2015

- Joined the marketing team; provided small pieces of writing; sat in on meetings.

## Voluntary work

### 2018 CONIFA World Football Cup – volunteer content writer

30 May-9 June 2018

Volunteered to provide copy for the CONIFA World Cup 2018, a football tournament for unrecognised states and stateless ethnic groups, including match reports.

I was selected to write the match report – an initial 300 word one on the final whistle and a longer, 600 word report within an hour – of the final, Karpatalja v Northern Cyprus on 9 June.

I also oversaw the live streaming, tagging goals and major events to create highlights, on two matchdays.

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## Education

### University of York

September 2013-June 2016

Bachelor of Arts in History, 2:1 honours degree

**The Priory School, Hitchin**

September 2006-July 2013

A Level: English Literature A; History A; Government & Politics B  
AS Level: Economics B

GCSE: English Language A\*; Religious Education A\*; English Literature A; History A; Geography A; French A; Physics A;  
ICT Distinction\*; Mathematics B; Statistics B; Chemistry B; Biology B; German B

**Other**

**Beginner Medieval Latin** – University of York, 2013-14

**Travel Writing Workshop** – General Assembly London, December 2017

**Intro to SEO** – General Assembly London, May 2018