



Tomas Swinburne 孫柯

Content Specialist
Community Coordinator
Blogger | Nihao's It Going?

CAREER OBJECTIVE

I'm a result-orientated individual with a proven track record of applying myself to learn skills to adapt to the ever-changing world of sales and marketing. I want to challenge myself to step past my job description and think about the big picture in any organization.

CORE SKILLS

- Native English Speaker
- Proficient Mandarin
- Smart worker and a hard worker
- Experience with the US market
- Experience with the Taiwanese market
- Effective communication with clients
- Competitor research
- SEO and Google Analytics
- Content strategy
- Conveying complex ideas in simplified ways
- Writing technically accurate copy
- Social media strategy
- Web content development
- Building social media followings
- Creating engagement
- Blogging for an international audience

CONNECT WITH ME

Mobile: 0966 534 892
Email: tomas.f.swinburne@gmail.com
Website and Portfolio: www.nihaositgoing.com
Location: 111 Taipei City Shilin District
LinkedIn: [in/tomas-swinburne-86330978/](https://www.linkedin.com/in/tomas-swinburne-86330978/)

WORK EXPERIENCE

Content Specialist and Community Coordinator Compose.ly | Jun. 2018 to present | Taipei City

- Researching a variety of different industries in the US
- Tracking client sign-ups to development customer base
- Managing client content schedules and commissions
- Managing all communication and training with outsourced teams
- Recruiting freelance writers to craft high-quality content for clients
- Performing competitor analysis for improving site UX, pricing strategies, and client content strategies
- Contributing to improving Compose.ly service for clients and writers
- Developing content strategies to increase client organic visits
- Communicating with writers to ensure content met our standards
- Ensuring all content is SEO-friendly for clients and Compose.ly
- Crafting and planning newsletters and email campaigns

Editor and Proofreader

Taroko Software | Apr. 2017 to Jun. 2018 | Taipei City

- Researched and implemented new methods to vet new writers to the platform.
- Created white paper reports for management and clients
- Crafted content that was clear and concise
- Performed competitor analysis to gauge Compose.ly's strengths and weaknesses.
- Commissioned content to freelance writers
- Matched writers to client needs, expectations, and industry
- Ensured client satisfaction through reviewing feedback and writer audits

Lead Generator

IDG Direct | Marc. 2016 to Jun. 2016 | Dublin City

- Contacted IT specialists and managers throughout Australia and New Zealand, and the APAC region
- Hit all monthly targets across many different campaigns
- Successful with lead generation targets across Asia in English and Mandarin

EDUCATION

National Chengchi University (Scholarship recipient) International Master's in Communications Studies

- Years Attended: 2016 to 2018 - MOE Scholarship Recipient
- Graduated with a 4.0 GPA

Technology University Dublin

Bachelor in Chinese and International Business

- Years Attended: 2011 to 2015
- Graduated with a 4.0 GPA

BLOGGING - NIHAO'S IT GOING?

- I run "Nihao's It Going?", a blog that gives insights into the international community in Taiwan, as well as commentary on a variety of topics.
- 100,000 reach a week on Facebook
- Over 4,000 followers on Facebook
- Over 115K unique blog visitors and 155K views since 2017