

Morris Bryant

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Profile

An enthusiastic and dedicated professional with experience in varied journalism, publishing and online media roles.

A leader who is proficient in project management and working with projects from conception to completion.

Extremely adaptable with the ability to analyse situations and tailor his skills to different sectors and projects.

Technically-minded while applying creative flair and progressive ideas to all projects.

A resourceful and quick-thinking individual with a strong sense for identifying marketing opportunities and strategies.

Education

BACHELOR OF COMMUNICATIONS (JOURNALISM), UTS, 2008

HSC, WINMALEE HIGH SCHOOL, 2004 (UAI: 89.10)

Experience

WEB EDITOR, MORNING COPY, JULY 2008 – PRESENT

[Morning Copy](#) manage [Little Star Media](#)'s network of affiliate gambling sites promoting online bingo. The main site, [Super Free Bingo](#), is the most prominent bingo portal in the UK and maintains strong search engine rankings for many terms. The site's organic traffic increased by 300% since my taking over the SEO account. Morning Copy also have individual clients; offering SEO, SEM and EDM services.

Roles:

- Design, write and dispatch newsletters to 450,000 UK bingo players.
- Implement and manage SEO strategies, reporting on progress and results.
- Design, build and maintain the network of SEO sites.
- Manage all services for the Sydney-based client Tranquil Water, including SEO, SEM and site changes.

WEB DESIGNER, FREELANCE, JANUARY 2009 – PRESENT

I have been designing websites as a freelancer (under the title of Search Matters), while also offering SEO and SEM services.

Projects:

- [Sakura Sugihara](#): Web design.
- [Knickerbocker Hotel](#): Web design and SEO.
- [Google BOMB Shelter](#): Web design and SMO.
- [African Feeling Cafe](#): SEM.
- [Peer Group Media](#): Wordpress theme development.

CONTENT PRODUCER, THE SYDNEY SOCIAL, JANUARY 2008 – PRESENT

[The Sydney Social](#) is a website owned and operated by myself and a business-partner. It is a social resource that is developing to provide the inside word on what to do in Sydney.

Roles:

- Provide editorial direction for online content.
- Develop and edit site content, EDM and client communication.
- Develop publicity opportunities and new affiliations.
- Event photography and retouching.

IN-HOUSE WRITER, CAREERFAQS PUBLISHING, MAY 2007 – FEBRUARY 2008

[CareerFAQs](#) is the largest independent Australian publisher of industry- and career-specific books, typically sold to universities, schools and libraries; and stocked in major booksellers.

Roles:

- Researched and wrote original content for the CareerFAQs Property publication to project brief and house style.
- Liaised with sponsors, design team and other editorial members.
- Developed business contacts and approached potential sponsors.
- Developed affiliations and web links to increase product exposure.

Other roles

VOLUNTEER JOURNALIST, BLUE MOUNTAINS GAZETTE, JANUARY 205 – JUNE 2006

EDITORIAL TEAM, 2008 UTS WRITERS' ANTHOLOGY, DECEMBER 2007 – MAY 2008

CONTRIBUTOR, THE BRAG, JANUARY 2006 – APRIL 2007

CONTRIBUTOR, THE DRUM MEDIA, APRIL 2005

Skills

Wordpress, Blogger and other CMS – Advanced

Copywriting – Advanced

SEO Practices; link-building, onsite optimisation and SMO – Advanced

Photoshop and Photo-editing – Intermediate

CSS (including cross-browser compatibility) – Intermediate

SEM / PPC – Intermediate

PHP – Beginner

Referees

Will Santow, Director, CareerFAQs Publishing – 02 9282 9383

Damien Madigan, Editor, Blue Mountains Gazette – 02 4751 1955