

# Paul Bugeja

## Areas of Expertise

Writing | Editing | Copy Editing  
Content Management & Curation  
Ticketing & Customer Service  
Community Moderation & Management

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## Executive Summary

Broad-ranging professional media and digital comms experience from which I've developed a diverse skillset, ensuring agility in the converging marketing-comms-media content spaces.

## Employment history

### **Quiz Producer/Audience Participation Specialist, Stuff (Jan 2023-present)**

Production of quizzes and puzzles (content that consistently ranks in top 10 on the site for PVS, unique visitors and time spent on site); community moderation and digital production; travel writing.

### **News Producer, Guardian Australia (Dec 2022-Nov 2024)**

Casual news production/subbing of news, feature and other digital content.

### **Community Content Producer, Stuff (Jul 2021-Jan 2023)**

Digital production work across comment and community moderation, the Stuff Nation UGC vertical and quiz writing.

### **Blog Writer, Gorilla Jobs (Feb 2020 - Jan 2023)**

Weekly blog writing, interviews and long-form explainer copy in the medical recruitment space.

### **Copywriter, Sinorbis (Feb 2021 - Jul 2021)**

Creation of weekly blog posts, white papers and interviews. Editing and co-writing marketing copy.

### **Copy Editor, Concurve Digital Marketing (Apr 2020 - Jul 2021)**

Production editing and content management of diverse digital marketing strategies for B2B and B2C.

### **Newsletter Editor, the Millennial Source (Jun 2020 - May 2021)**

Sub-editing and curation of daily newsletter.

### **Question Verifier, Millionaire Hot Seat, Jam Media (2016 - 2020)**

Research and verification of on-air questions to ensure accuracy and legality.

### **Sub-Editor, Art Guide Australia (Jun 2019 - Sept 2020)**

Sub-editing print copy for publication.

### **Campaign Comms/Press Secretary, Michael Kerr, Mayoral Campaign (Nov 2019 - Apr 2020)**

Lead role in successful local council mayoral bid, with a focus on comms strategy & general campaign advice, press releases, social-media management, preparation of radio and video ad scripts and speechwriting.

### **Community Moderator, Guardian Australia (2018)**

Moderation of Guardian community debate to create a robust, welcoming online reader discussion forum.

### **Editor-in-Chief, The Big Smoke (2013-15)**

Key role in assisting start-up digital media company from the ground up. Mentoring of vast pool of writers; pitching, commissioning and managing submissions; strategising and scheduling content; social media management.

### **Online Marketing Coordinator, Arts Centre Melbourne (2015 - 17/2019/2021)**

#### **Website Redevelopment Officer, Arts Centre Melbourne (2016 - 17)**

Website content production and EDM assistance. Website redevelopment content role migrating existing content; creating and editing new digital assets (focus on readability/SEO); liaising with internal and external stakeholders to manage expectations; testing and deployment.

### **Sub Editor/Content Manager, Betfair Australia (2009 - 2014)**

Prepping content (subbing; headline/by-line writing; insertion of calls to action, image prepping; SEO revision) from journos, bloggers and sporting experts for online publishing; managing publishing schedule to maximise sporting event coverage; creation of SEO-rich evergreen content.

# Paul Bugeja

## EDUCATION

### Masters of Publishing & Comms

The University of Melbourne

Studies: Print Prod. & Design, Legal Issues in Media/Publishing, Structural Editing, Editorial English, Print Prod & Design, Tech Writing & Editing, New Media: Harnessing Digital Disruption

Achievements: Helped establish Grattan Street Press (Uni of Melbourne's first student-run publishing house)

Attended Fudan University, Shanghai, PRC, to complete international intensive (Social Media & Political Change)

WAM: 83

### Diploma of Writing & Editing

RMIT

Studies: Screenwriting, Journalism, Non-Fiction Writing, Editing, Corporate Writing, Script Editing

GPA: 3.7

### Bachelor of Arts/Commerce

The University of Melbourne

Studies: Economics, Business Law, Statistics, Mandarin, Philosophy, Political Science

Final year completed at UC Berkeley, California, USA.

## Other Employment

Range of freelance writing, editing and content management work

Diverse, creative experience as an actor and director

## Technical Skills

Range of CMS's including Composer, Naviga, CQ, Sitecore, WP, Squarespace, Wix.

MailChimp

MS Office

G-Suite

Slack

Brockman

Coral

Riddle

Trello

Monsido

Tessitura (Ticketing & CRM)

Socials: X, Facebook, Linked In

Basic HTML

Basic Photoshop