

# CHELSEA JOY

## ARGANBRIGHT



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Sydney, Australia

### PROFESSIONAL OVERVIEW

Accomplished Content Writer and Published Author with capacity to provide expertise in luxury, lifestyle, wellness and media content creation. Skilled at developing compelling branding and narratives by way of ghostwriting, press releases, blogs, websites, awards submissions, marketing content and much more. Demonstrated success in securing high-profile clients, collaborating with marketing teams and facilitating interviews at exclusive events. Committed to upleveled service and crafting accurate, timely and showstopping content.

### EDUCATION

**Master of Urban Planning  
Thesis on Biophilic Nature-  
Integrated Design for Wellness**  
University of Melbourne  
2013 - 2014

**Bachelor of Sociology  
3.8 GPA Magna cum Laude  
Honours**  
University of California, Santa Cruz

### TECHNICAL SKILLS

**Organisation, Communication  
& Marketing**  
SEMrush, Wix, Neontools,  
Outlook, Xero, ReceiptBank,  
Mailchimp, Eventbrite, Canva,  
Adobe Pro, Trello, Slack,  
SharePoint, Teams, Microsoft  
Office Suite, Adobe Acrobat Pro

### ACHIEVEMENTS

**CEO Scholarship Program  
Perth, Australia**  
2015 - 2017  
Competitive scholarship for ambitious  
women in business

**International Postgraduate Award**  
2013 - 2014  
Scholarship awarded to the top 5%  
academically ranked incoming  
students at The University of  
Melbourne

### A SYNOPSIS OF MY EXPERIENCE

#### Luxury, Lifestyle Media and Wellness Content Writer

Freelance, London | Feb 2020 - current

Link to content portfolio: <https://linktr.ee/chelseajoyarganbright>

- Freelancing in luxury, wellness, lifestyle and media content creation beginning in London and expanding through Europe and the U.S.
- Crafting compelling branding and narratives for media awards submissions, books, magazine articles, blogs, press releases, UX, landing pages, product descriptions and digital marketing purposes.
- Attending exclusive events and races as a press member to interview founders, CEOs and teams for feature articles and press releases
- Utilising photographic skills to complement written work
- Coordinating content calendars, editorial schedules and production timelines, ensuring timely delivery of high-quality content
- Personally secured clients: AT&T, CNN, HBO, Charles Schwab, Gold Label Awards & Brabham Automotive.

#### Published Author: "DOG: Stories of Dog Ownership"

Sydney Publisher Hardie Grant, London Office | July 2021 - August 2022

- Commissioned to spearhead an ambitious project, involving in-person interviews with high-profile celebrities, capturing their heartfelt stories and experiences as devoted dog owners.
- Singlehandedly authored the book, taking full responsibility for its conception, content development, and final delivery, meeting all deadlines and exceeding expectations.
- Skilfully crafted compelling narratives that celebrated the diverse and emotional connections people shared with their dogs, making the book a heart-warming and relatable read for dog lovers worldwide.
- Employed a delicate balance of storytelling and factual insights to create an authentic portrayal of the human-dog relationship.