

# RICHARD RADKA

SENIOR CONTENT SPECIALIST & COPYWRITER

+44 7366 830149

ricky.radka@gmail.com

West Byfleet, Surrey, UK

linkedin.com/in/rickyradka

Portfolio:  
rickyradka.com

## KEY SKILLS

Content Planning  
Email Marketing  
Social Media Marketing  
SEO Best Practices  
UX Copywriting  
Graphic Design  
Brand Development  
Image Editing  
Data Analysis  
Project Management  
HTML Coding  
AP Styleguide

## PROGRAMS

Adobe Photoshop / Illustrator  
CMS - WordPress - Drupal  
Semrush/Surfer SEO  
Loomly/Hootsuite  
JIRA/Bitbucket  
Video Editing - Avid/Final Cut  
Figma  
Canva  
Google Analytics 4  
Microsoft Office 365  
Word, Excel, PowerPoint, etc

## CERTIFICATIONS

Institute of Data & Marketing  
Content Strategy & Planning  
Certification  
  
Google Analytics  
GAIQ Certification  
  
HubSpot Inbound  
Certification

## PROFESSIONAL SUMMARY

Marketing Content Specialist and Copywriter with over 12+ years of experience creating high-performing creative content for the travel and e-commerce sectors. Primarily focused on projects relating to customer experience/retention, social media, brand building, and data-driven campaigns emphasising SEO and B2C informative content.

## PROFESSIONAL EXPERIENCE

### LEAD COPYWRITER & CONTENT MANAGER

*EssilorLuxottica, Lenstore, London, UK / Hybrid | 2021 - 2024 (June)*

Create engaging copy and content across all Lenstore campaigns, including newsletter and CRM email comms, LenstoreHub blogs, social media, joint business ventures, and UX/creative copywriting for website rebranding. Manage a team of international copywriters to ensure consistency in Tone of Voice, brand values, and expert optical advice amongst Lenstore's UK, German, French, Italian, and Spanish e-commerce sites and communications.

- Improved checkout conversion rate from 86% to 95% through UX copy and site redesign that focused on a mobile-first shopping experience
- Developed creatives and crafted copy for 1.8 million Lenstore email subscribers
- Managed projects for a team of 4 in-house & freelance translators — responsible for content planning across 5 major international markets
- Directed and designed social media creatives for quarterly joint venture projects with major brands, including Johnson & Johnson, Ray-Ban, and Bausch & Lomb
- Reduced operational packaging costs by 12% by redesigning shipping boxes
- Implemented a revised Tone of Voice and design guidance to strengthen brand recognition — resulting in a 30% improvement in customer recall
- Increased keyword ranking for 'contact lenses' + 'lenses' to consistently place in the top 2 search results — improving organic traffic YoY over competitors

### EDITOR & SENIOR CONTENT SPECIALIST

*TripAdvisor Group, Airfarewatchdog.com, Boston, MA, USA / Remote | 2017 - 2020*

Provide expert editorial coverage for the Airfarewatchdog.com blog, airline sales, and social media reach. Write compelling articles regarding trade news, limited-time deals, and ongoing travel trends. Optimise data from daily deal feeds, curate industry-wide airfare sales and manually update fare attributes for multiple TripAdvisor Media Group websites.

- Authored articles featured or quoted in Condé Nast Traveller, USAToday, LA Times, New York Times, Jetsetter, SmarterTravel, news.com.au, and Frommers
- Posted over 700 blogs and airfare deals annually with a 25% increase YoY. Resulting in a \$1 million in revenue average per month in 2019
- Increased AWD newsletter subscriptions to 4.5 million with targeted content, engaging articles, and improved CRM strategies
- Boosted organic traffic by 300% after role switch to Editor & Content Specialist
- 200% ancillary revenue increase by implementing e-commerce content modules earning up to \$16K/month via affiliate links

## EDUCATION

UNIV. OF MASSACHUSETTS  
- DARTMOUTH  
Bachelor of Fine Arts (BFA)  
Graphic Design  
Magna Cum Laude

## AWARDS/ ORGANISATIONS

Emmy Nominations for  
Outstanding News  
Promotional Announcements -  
2004 & 2005 NATAS N.E.

Traveler's Century Club  
(Visited 100+ countries/  
territories)

Previously accredited  
IATA Travel Agent

## SENIOR AIRFARE ANALYST

*TripAdvisor Group, Airfarewatchdog.com, Boston, MA, USA / Remote | 2009 – 2017*

Maintain the Airfarewatchdog.com fare database. Monitor assigned airline and third-party websites, tracking airline industry pricing, awards, and practices.

- Streamlined automated fare listings by implementing quality KPI thresholds, leading to an 800% content increase at half the cost
- Update and add strategic content to the Airfarewatchblog and AWD Twitter feed (peak reach of 675k followers)
- Ensured up-to-date and accurate content was posted for Airfarewatchdog.com's registered 7 million monthly visits
- Trained 6 new employees in fare administration and responsibilities for the airfare analyst position. Served a supervisory role as team manager when required.
- Researched and vetted 400+ airfares per day to provide detailed information for users searching to book cheap flights

## AFFILIATE MARKETING COORDINATOR

*The Sportsman Channel, New York, NY, USA | 2007 – 2009*

Assisted in the network sales/marketing process by creating presentations, sales decks, and new marketing initiatives. Coordinated promotional ad sales incentives, industry events, video reels, and contests.