

RICHARD RADKA

SENIOR CONTENT SPECIALIST & COPYWRITER



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Portfolio:
rickyradka.com

PROFESSIONAL SUMMARY

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
Sermrush/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

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.