

# MAL WALLWORK

CREATIVE WRITER



## PERSONAL PROFILE

My Creative Writing skills come from my experience in sales, marketing, organisation and branding in the retail and franchising industries, and allow me to authoritatively and professionally create articles and content which fills the needs of small and large business.

There are many subjects I am familiar with, but I love to specialise in researching information to produce unique content in any area of interest.

I have written literally thousands of memo's, letters, newsletter articles, operations manuals and SEO rich web site content.

## CONTACT

Ringwood, Victoria, Australia  
seocreativewriting@gmail.com  
cynmal.wixsite.com/seocreativewriting  
+61423470617

## SKILLS

- Exceptional communication and writing skills.
- Successful business owner for over twenty years.
- The ability to meet deadlines and multi-task.
- The ability to follow clients' instructions and deliver quality results.
- High command of English Language & Grammar.

## WORK EXPERIENCE

### **Myer Stores, Department Manager**

SEPT 1972 - NOV 1979

- Buyer & Merchandiser of numerous departments.

### **Venture Stores, Store Manager**

NOV 1979 - MAY 1988

- General Store Manager

Myer Stores, Department Store Manager

MAY 1988 - OCT 1994

\* General Store Manager

Jim's Franchise Group, Regional Franchisor

NOV 1994 - JUNE 2011

\* Owner Jim's Franchise Group , Auckland NZ

BIZ Tips & SEO Creative Writing

JUNE 2011 - Present

\* Owner