



Victor Loughlin PhD

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Work

2015-2022

Postdoctoral Research Fellow

2010-2014

Doctoral candidate

2007-2009

Production executive/news
reporter/picture editor

References

Erik Myin

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Belgium

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Daniel. D. Hutto

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About Me

I am a skilled copywriter and author with over seven years experience editing my own and other people's work. Whether book length manuscripts, academic articles, book chapters, blog posts, online adverts or news reporting, I can write and edit in styles appropriate to each. My first book was published by Springer in 2022.

Skills

Research

I am the author of nearly 20 academic articles and book chapters. Copies of these works are available on request. My first book was published by Springer in 2022. It was called 4E Cognitive Science and Wittgenstein.

Copywriting

I have copyedited all of my own work. I have also copyedited other people's work. In the later case, I have adapted my writing style to fit the style of the author. Copies of all these works are available on request.

Search Engine Optimisation

I can optimise blog posts, articles, web pages and other digital media for search engines.

Search Engine Marketing

I know how to design and implement digital marketing campaigns for search engines. I also know how to measure those campaigns using A/B testing or multivariate testing.

News reporting

I am a certified news reporter. I can produce news writing, feature writing, court and council reporting. I can also write in shorthand.

Education

Digital Marketing certificate 2022

Level 4 certificate in SEO content writing 2021

Doctor of Philosophy (PhD) 2014

NCTJ Level 3 Certificate in Journalism 2007