

I am applying for the advertised position as I believe it offers a valuable and unique chance to not only gain important experience but also serve as an opportunity to further develop my own skills. The combination of my writing ability and a great work ethic mean that I am ideally suited for this job and I believe that I would be a quality addition to your team.

Over the past five years I have worked as a freelance writer across a variety of different websites and publications. This included a specific focus on writing about video games for websites such as PopGeeks.net, LoadTheGame.com, and NextGenUpdate.com. I wrote extensively for these sites, covering breaking gaming news by trawling relevant social media channels and press releases from publishers. Creating other long-form articles, like reviews and feature pieces, were among my other responsibilities for these outlets.

This job has provided a variety of chances to work alongside editors to come up with new ideas for regular features and opinion pieces as well as developing content without specific instructions. Additionally, I have also demonstrated an ability to carefully research topics and communicate directly with developers to produce powerful or thought provoking work.

Although the main emphasis of my career has been on the video game industry, I have also contributed to a number of other websites with other focuses. At sites that include Ranker.com, TheRichest.com, Listverse.com, and WhatCulture, I was charged with creating timely and engaging list-based content. This involved a wide range of topics, with articles based on all forms of entertainment as well as other bizarre and interesting subjects.

All of this work required a desire to be productive and punctual to ensure that deadlines were not missed and so that copy was ready to publish without significant alteration from editors. I carried out research to find suitable topics to write about whilst also looking at things in different ways to find new angles that had previously not been discussed before.

All of this content also had to be to a high standard and engage the read, with the potential to go viral. It was also important to aim to maximize SEO to ensure that articles are optimized to appear in search engine results. In total I have written thousands of articles across these different websites attracting tens of millions of views in total.

From working with a range of different systems on various websites, I have widespread knowledge of a number of different publishing tools, such as Wordpress and ExpressionsEngine as well as experience in using image manipulation tools such as GIMP and Photoshop. I, therefore, feel confident that I would be able to use these or similar tools without any real training as I would be able to adapt to them quickly.

You can access my online portfolio at <http://nathanpgibson.co.uk/portfolio/> where there are numerous samples from different publications. Links to author pages on other websites are available alongside additional contact details and references.