

# Andrew G. Hayes

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**Location:** Edinburgh, United Kingdom      **Email:** [travel@andyhayes.com](mailto:travel@andyhayes.com)  
**Website:** <http://www.andyhayes.com>

## Summary

Freelance writer and photographer with concentration primarily in travel, food and wine, corporate copy. Provide an authentic, original viewpoint backed by a breadth of writing experience.

## Freelance - Web Content and Blogs

### Regular Clients

- Posted approximately 16-20 pieces of new content per month as Edinburgh local city expert for [PlanetEye](#). Content included photos, reviews, recommendations, and local news.
- Researched and created weekly blog post on [Europe A La Carte](#) aimed towards authentic European travel on a budget
- Drafted feature content for travel website [Europe Up Close](#) with specific focus on the United Kingdom, Ireland, and the Netherlands
- Reviewed restaurants, gastropubs, and cafés for website [View Edinburgh](#)
- Supplied city features content as writer for [Lothian Life](#) magazine

### Project-Based Assignments

- Wrote two 750-word travel essays for [Travels In Paradise](#) on New Zealand and Germany
- Created over fifty *24 hours in...* travel guides for travel website [Your24](#)

## Freelance - Print Media

### Project-Based Assignments

- Provided sole support of Amsterdam travel content with supporting imagery for [Dexplore](#) specialised travel guides and web portal
- Printed in BBC Olive Magazine: *Budget and Blowout Edinburgh*, December 2008 Issue
- Featured in [Everywhere Magazine](#): *Six Great Places to Visit that Aren't Prague*, Issue 3
- Featured in [Everywhere Magazine](#): *Life Beyond the Fringe*, Issue 4

## Corporate

### Royal Bank of Scotland – HR Subject Matter Expert (August 2007 – Present)

- Produced web content and copy for internal HR websites
- Supported global business process design and process re-engineering

### Oracle Corporation – HR Subject Matter Expert (May 2002 – July 2007)

- Built and delivered PowerPoint presentations built for multiple audiences (employees, managers, HR professionals)
- Drafted training material, including quick reference cards, PowerPoint presentations, and eLearning scripts
- Implemented email copy improvement and standardisation for automated email messages
- Chose branding for internal HR systems functionality
- Supported global business process design and process re-engineering

### DiamondCluster International – Consultant (August 2000 – May 2002)

- Managed technical resources during HR systems implementation.
- Documented technical requirements and customisations based on global fit-gap analysis.

## Education

### Purdue University

- Bachelor of Science - Computer Information Systems (2000)
- Associate of Science - Organizational Leadership and Supervision (1998)