

Oliver Brann

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Editor and web content specialist with a record of producing high-quality original content, significantly growing traffic and achieving commercial aims.

Freelance and Consultancy

Content Specialist and Copywriter June 2016 – present

Content strategy, brand strategy and asset creation, copywriting for web

- **Hello HR** - Style guide, brand character, value proposition, key messaging, launch comms, growth strategy, marketing assets, web copy
- **Student.com** - Web Copy, B2B content, how-to guides (landlord facing)
- **The Plant** - Marketing copy (food brands), idea generation, content strategy, app UX

Student.com

Head of Content April 2015 – June 2016

Content and brand strategy for the launch of a [market leading global service](#)

- Production of 'stand-out' core property and area content. Creation of robust, scalable processes at speed (over 1000 properties and 250 areas within five months), aligning to supply/demand priorities and forecasts
- Creation and implementation of content strategy covering the full span and critical points in the decision making funnel. Growth of SEO presence, database, social media footprint, brand awareness/trust and direct bookings. Organic traffic growth of 8% to 27% in 5 months. [See Student.com blog](#)
- Global reach and targeting capacity of Facebook used to grow to almost 60k fans with two million reach across 15 key territories. Articles averaging 800 likes, 115 shares and 2.2k visits after 48 hours. CPC averaged at 3p with a peak of 1p at volume for several articles.
- Delivery of content to meet personal contexts, tastes and customer journey stage. Personalisation via meta-key mapping to main site integration, CRM (email - newsletter and user journey, WeChat and booking consultant interaction), social media and bespoke network targeting
- Scaled cultivation of content creation, dissemination and influencer networks. Including HE professional, leaders and experts in key thematic areas, international student associations, bloggers and vloggers
- Project management: from creative video to Project Lead on blog redevelopment (including contribution of UX and QA/Testing experience) - bounce rate reduced 15%
- Creation and implementation of global content structure allowing successful localisation of material and effective flow of insight to drive local content creation
- Creation, maintenance and development of company style guide. Establishing brand voice company-wide. Ensuring standards of quality and brand-unique outcomes. Working with design and marketing to create brand campaigns, high level marketing materials and toolkits for everyday collateral. Ad, web, marketing and video script copywriting

Plotr

Head of Content May 2014 – April 2015

Launch of 'game-changing' careers exploration site

- Development and implementation of ongoing content strategy and production processes for re-imagining careers advice for a digital age. Working with employers to increase flow of company and role 'insight' content
- Establishing company identity, key messaging by audience, writing core copy (strap lines, on site, product naming, advertising, marketing and PR assets)
- Ownership of site launch marketing and PR strategy including creation of explainer videos, an innovative and highly successful Youtuber marketing campaign, PR activity and integration with gov't. Your Life campaign (250k uniques achieved in two months from launch)
- Creation of the Plotr Magazine and the Plotr School Zone
- Large scale content production for over 800 career 'hub' pages (including QA, refreshment and retirement)

Queen Mary University December 2013 – May 2014 (Contract)

Content Strategy Consultant

Overhaul of web presence

- Established goals and formulated a content strategy with respect to them; revitalised network of contributors, implementing robust workflow processes and editorial calendars
- Trained on web content best practices and fostered focus on online excellence and originality, including competitor reviews and habitually pushing beyond 'first idea'

The Beans Group March 2011 – November 2013

Editor of Student Beans

Establishing and growing the biggest student site in the UK

- Grew monthly site traffic from under 400,000 to 3.5 million over two years
- Devised completely new content strategy and created new channels to achieve this growth
- Created and launched a branded content (native advertising) product on Student Beans, delivering original integrated content solutions for 02, Virgin, Contiki, Endsleigh and many more brands
- Grew Facebook from 30k to 80k, Twitter from a few hundred to 20k and cultivated a steady presence on StumbleUpon with no dedicated social media resource
- Integrated SEO practises into the content strategy and creation of channels. Presence achieved under demographically relevant keywords (first on Google for 'student money', 'university drinking games', 'university sex', 'chat up lines' etc. First page for 'student' and 'student jobs')
- Established editorial style and tone in conjunction with defining Student Beans' brand character as a whole – this was given life in the company through style guides and workshops
- Line management of six, with 20 or more remote contributors. Established key performance indicators, created targets, effective feedback systems and a framework for optimum creative

output and performance improvement

- Made highly successful contra deals with pertinent third parties, including The Guardian, Channel 4, MTV and The Independent - resulting in Student Beans content occupying seven of its top 10 'most viewed' student section positions
- Established the Student Beans 'Viral Writer programme', providing a source of fresh content and talent
- Participated in the conception, creation and launch of Freshers Fields and Refreshers Wall, the world's first online freshers' fairs and More Beans, a life after uni site

Hotcourses July 2008 - March 2011

Editor and Web Experience Manager for Whatuni

'Ownership role' for establishing the biggest university decision making site in the UK

- Grew monthly site traffic from 30,000 to 400,000 over two years
- Increased interaction rates from 6% to 20% in year one, which combined with traffic growth significantly increased revenue
- Transformed Whatuni from a review capture site to a dedicated university comparison site, working on architecture, functionality, UX and design
- Engaged and grew the Whatuni user base through competitions, social media, newsletter and online content strategies, strategic partnerships and PR pushes utilising user insights/surveys
- Identified and engaged key influencer communities (Higher Education Advisors, Sixth Form Heads, Uni Marketing depts, Education Writers) through strategies such as the creation of the Whatuni Student Choice Awards, an HE Advisor's newsletter community and key blog and forum contributions
- Maintained a strong SEO focus through all activities; from rebuilding of the browse to SEO guided editorial and functional additions plus creative link building strategies e.g. the Whatuni Student Choice Awards
- Ensured ongoing quantitative and qualitative user research and testing drove decision making
- Implemented offline marketing strategies, including promotional packs for sixth forms and universities, talks at sixth forms, ambassador programmes at universities

Miva/Spotting April 2006 - July 2008

Senior Content Manager

Development and UX testing for alot.com and Spill.com. Establishing managing and moderating Spill.com's community

- Responsible for increasing community engagement - cultivating relevant topics, utilising 'star' currency of the Spill reviewers to engage with key members. Increased average user page depth from 2 to over 5

Creating websites for the Miva Pulse Network. Delivering tonally varied content for a broad range of audiences.

- Sourced best quality third party content from blogs and a variety of feeds
- Ensured integration of disparate content sources resulted in a tonally consistent site, with a unique character and sense of narrative

September 2004 - April 2006

Editorial Optimisations Manager

- Wrote and amended ad copy with respect to performance analysis
- Closely worked with clients to gain appreciation of their business models, strengths, marketing strategies and overall aims
- Focused on improving department processes, managing web editors and working on key metrics to ensure maximum impact on as many campaigns as possible

Lycos March 2002 - April 2004

Content Editor for Lycos Viral Channel

Sourcing the best viral content before it reaches everyone's inbox (viral content was spread by email in those days!!)

- Presented content in an energetic, creative and original way in accordance with tone and style guides
- Established systems and processes to ensure relevant content was found as early as possible

Education

1997 - 2000 University of Exeter

BA Honours in Sociology

Grade: 2 (i)

1989 - 1996 Bishop Luffa School, Chichester

A levels: A - Theatre Studies, B - English, B - Economics

GCSEs: 8 As, 1 B, 1 C

Referees

Luke Nolan, Founder and CEO
Student.com, 7 St Martin's Place
London WC2N 4HA

Jim Carrick-Birtwell, CEO
Plotr and Changeboard, 20C Hillgate Pl,
London SW12 9ER