

Oliver Brann

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

ART WRD

Founder October 2018 – Feb 2022

Entrepreneurial role encompassing all business areas

- Featured in the Sunday Times Style, Guardian and FT's How To Spend It - including being chosen as 'The Find'
- Chosen by a selective art collecting club of billionaires and celebrities to provide Christmas gifts for their members
- Creation of concept, brand, assets and media. Writing of all web copy including artist, writer and product info. Graduate of StartUp Leadership Programme (SLP)

Social Sweethearts

Head of Content May 2017 – July 2018

Management of a team of 80 at the world's leading digital publisher of customized content

- Doubled page views in a 1 month period
- Created new quizz formats resulting in billions of extra page views
- Creation of scalable systems for harnessing and remunerating global content creation talent

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

Content Director 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, scaleable processes at speed (over 1000 properties and 250 areas within five months)
- 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.
- 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
- 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. 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

Content Strategy Consultant December 2013 – May 2014 (Contract)

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

Editor of Student Beans March 2011 – November 2013

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 practices 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 plus 20 remote part-time. Established key performance indicators, created targets 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

Hotcourses

Editor and Web Experience Manager for Whatuni July 2008 - March 2011

'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 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
- Implemented offline marketing strategies, including promotional packs for sixth forms and universities, talks at sixth forms, ambassador programmes at universities

Miva/Espotting

Senior Content Manager April 2006 - July 2008

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

Editorial Optimisations Manager September 2004 - April 2006

- 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

Content Editor for Lycos Viral Channel March 2002 - April 2004

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

Education

1997 – 2000 University of Exeter 1989 – 1996

BA Honours in Sociology

Grade: 2 (i)

Bishop Luffa School, Chichester

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

GCSEs: 8 As, 1 B, 1 C

Referees

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