

Engaging both B2B and B2C audiences, I've implemented content strategies which have established the biggest student site in the UK and its largest university decision making site. I've helped launch the world's biggest student accommodation site. I've driven page views at the world's largest personalized content network from tens to hundreds of millions.

## WORK EXPERIENCE

**2022 - 2023**Royal Opera  
House**DIGITAL STRATEGY MANAGER (INTERIM, CONTRACT)***Research, processes, assets, strategy, style for CX and growth established*

- Leading the digital strategy of the ROH's National Schools Programme (product lead)
- Producing content to drive engagement and the growth ambitions of the ROH
- Developing a shared content strategy vision with department leads, producers and other key stakeholders at the ROH

**2018 - 2022**

ART WRD

**FOUNDER***Entrepreneurial role. Graduate of Startup Leadership Programme (SLP)*

- Featured in the Sunday Times Style, Guardian and 'The Find' in FT's How To Spend It.
- Chosen by an elite art collecting club to provide Christmas gifts for their members.
- Created concept, brand, all written and visual assets. Managed all operations.

**2017 - 2018**Social  
Sweethearts**HEAD OF CONTENT***Leading 80 creators at the world's leading publisher of customized content*

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

**2015 - 2016**

Student.com

**CONTENT DIRECTOR***Content and brand strategy for the launch of a market leading global service*

- Production of 'stand-out' property and area content. Creation of robust, scaleable processes at speed (over 1000 properties and 250 areas within five months).
- Creation of content strategy covering critical points in the decision-making funnel. Growth of SEO presence, database, social media,, brand awareness and direct bookings. Organic traffic growth of 8% to 27% in 5 months.
- Facebook grown 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. via meta-key mapping to main site integration, CRM (email - newsletter and user journey, WeChat and booking consultant interaction), social media.

Student.com  
(Cont.)

- 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.

2014 - 2015  
Plotr

#### HEAD OF CONTENT

##### *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 govt. 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).

2013 - 2014  
Queen Mary  
University

#### CONTENT STRATEGY CONSULTANT

##### *Overhaul of web content and content creation processes*

- 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'.

2011 - 2013  
The Beans  
Group

#### EDITOR OF STUDENT BEANS

##### *Establishing and growing the largest student site in the UK*

- Grew monthly site traffic from under 400,000 to 3.5 million over two years.
- Devised content strategy and created new channels to achieve this growth.
- Created and launched a branded content product delivering original integrated content solutions for O2, Virgin, Contiki, Endsleigh and other blue chip brands.

The Beans Group  
(Cont.)

- 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 freelance. 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 it's top 10 'most viewed' student section positions.
- Established the Student Beans 'Viral Writer programme', providing a source of fresh content and talent.

2008 - 2011  
Hotcourses

EDITOR AND WEB EXPERIENCE MANAGER FOR WHATUNI

*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 and 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.

2004 - 2008  
MIVA/  
Espotting

SENIOR CONTENT MANAGER

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

- Increased community engagement - seeded and cultivated topics, utilized 'star' currency of the Spill reviewers to engage with super-users.

MIVA/  
Espotting  
(Cont.)

*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. This was integrated with a sense of narrative and unique character.

#### EDITORIAL OPTIMIZATIONS MANAGER

- 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.

2002 - 2004  
Lycos

#### CONTENT EDITOR FOR LYCOS VIRAL CHANNEL

*Identifying and curating fresh viral and stand-out content across verticals*

- Presented content in an energetic, creative and original way in accordance with tone and style guides.

## EDUCATION

1997 - 2000  
University of  
Exeter

BA HONOURS IN SOCIOLOGY  
*Grade 2(i)*

1990 - 1996  
Bishop Luffa  
School

A LEVELS  
*Theatre Studies A*  
*Economics B*  
*English Lit. C*

GCSE  
*8 x A, 1 x B, 1 x C*

## REFEREES

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