

Jennifer Brown

www.jenni.me | hello@jenni.me

Creative and diligent digital marketing specialist with a proven track record of crafting & promoting engaging, profitable content.

EXPERIENCE

July 2016 - Present

20i.com

(Web Hosting)

Marketing Manager

(Headhunted from Cronofy)

Developing and implementing marketing strategy from prelaunch onwards. Responsibility for all marketing channels including social media, direct mail, PPC and display, SEO, copy, email marketing, brand reputation, and marketing collateral such as product guides and white label content. Sales query handling via social media (paid and organic). Creation of social media content images and photography.

July 2015 - July 2016

Cronofy

(API Startup)

Senior Marketer

(Headhunted from Host Europe)

Developing and implementing marketing strategy for branding, social media, SEO, PPC, PR, and events. Creating copy, case studies, and blog posts. Liaising with customers and partners such as Skyscanner, Zendesk, and Evernote. Doubling traffic monthly.

June 2010 - June 2015

Heart Internet/Host Europe

(Web Hosting)

Senior Social Media, SEO & Content Marketing Executive

2010 - 2014: SEO & Social Media - Sole responsibility for Heart Internet's SEO and social media, including link building, innovative projects, social media integration for marketing campaigns, Heart Internet's famous annual zombie contest, and support of product launches. Launching and growing six different social channels. Other responsibilities include website copy, blogging, outreach, and selling at tech events.

2014 - 2015 (Host Europe buyout): Social Media & Content Marketing - Sole responsibility for all Heart Internet's social media. Author and manager of Heart Internet's blog and content marketing. Social media consultancy and talks for sister brands, including 123-Reg, Domain Monster, and Domain Factory. Creation of a promotional card game, 'Power Up'. Joint organisation of the HeartCon 2014 reseller hosting event at Google London, and creation of its speaker guide.

July 2009 - June 2010

Jigsaw24

(IT Reseller)

Web Author

Writing, editing, and proofreading hardware and software marketing copy and emails for sign off from Apple, Adobe, Quark, and Autodesk.

Sept. 2008 - July 2009

Scotts of Stow

(Luxury Catalogues)

Web Copywriter

Writing, editing, and proofing website copy for a group of ten independent UK catalogue brands.

July 2006 - August 2008

BYG Systems

(E-learning Software)

Proofreader & Bug Tester

(Part time during university)

Part-time testing and proofing robot manuals and e-learning software for companies including First Choice, Debenhams, and the UK Home Office.

HIGHLIGHTS

- Speaking about social media and marketing at a Google HQ event in London, which trended on Twitter.
- Co-managing the PR for the launch of Cronofy on TechCrunch.
- Organic rankings in positions 1-3 (Google UK) for various reseller, web hosting, and VPS terms.
- Volunteering at a local group that utilises web skills for non-profit social businesses and causes.

SKILLS

- HTML, CSS, and basic web design.
- Image creation, editing, and manipulation.
- Commercial copywriting, guide writing, technical writing, editing, and proof reading.
- Domain, website, and shared web hosting management.
- Commercial experience with Google Analytics, Google Search Engine Console, AdWords, Moz Pro, SEMRush, Ahrefs, Majestic SEO, Tweetdeck, Hootsuite, Buffer, Photoshop, and various CMS platforms such as WordPress and Magento.

EDUCATION

2005-2008 The University of Nottingham	BA Hons 2.1 Honours Degree in English. The course was broken down as follows: 25% English Literature, 25% English Language, 25% Medieval Studies, and 25% Drama.
2003-2005 Cheadle & Marple Sixth Form College, Stockport	A Levels 'A' grades in English Literature, English Language, Geography, and History. Key Skills Information Technology Level 3 certification.
1998-2003 The Kingsway School, Stockport	GCSEs English Literature (A*) English Language (A), Geography (A), History (A), Double Science (AA), Textiles (A), German (A), Maths (B), Psychology (B).

INTERESTS

- Websites - I've been blogging since 2001, and I love creating WordPress websites in particular.
- Baking - I love baking cupcakes and creating custom toppings with the help of my edible printer.
- Photography - I undertook a DSLR short course at Nottingham Trent University to improve my images for blogging and social media.
- Tech events - I love events of all sizes and play an active role in Nottingham's vibrant tech community.
- Travelling - Recent trips include husky sledding in Tromso, Norway and exploring ruins in Chernobyl, Ukraine.

Further details of social media campaigns, website and print copy, blog posts, advertising, case studies and other media available on request.