

NATASHA BOUGOURD

LINKEDIN: <https://www.linkedin.com/in/natasha-bougourd/> | **PORTFOLIO:** <https://natashabougourd.journoportfolio.com>

SKILLS

• Content strategy • Copywriting • Team leadership • Copyediting and proofreading • Content production • Digital marketing • Website management • Search engine optimisation (SEO) • Social media management • Client comms • Multi-channel campaign execution

EDUCATION

University of Sunderland

First Class Honours: (BA Hons) in Media, Culture and Communication
July 2013

Newcastle College

A Level Media Studies: A
A Level Photography: C
A Level Drama Studies: E
August 2010

Hookergate School

10 A-C GCSEs including As in Media Studies, English Language, English Literature and Maths
August 2008

TRAINING

Hubspot

Content Marketing Certification Course
October 2020

Google

Google Analytics for Beginners
July 2014
Advanced Google Analytics
October 2020

York St. John University & Mediaworks

Digital Marketing Short Course
June 2020

The Roundhouse

Introduction to PR
November 2018

KEY SUCCESSES

- Exceeded a target of 6% increase in organic traffic for client at Inspired, achieving 9.2% increase via optimised helpful content articles.
- Trebling the follower count on the Show Racism the Red Card Twitter/X account within six months and increasing YouTube views from under 1,000 to over 15,000 within three months.
- Increasing bookings from Instagram for a hospitality client by 286% through the use of user-generated content and improved tone of voice.
- High-quality placements for beauty clients on leading publications including Metro, Mirror, MSN, Yahoo!, Top Sante and iNews.
- Achieved placements with reactive client PR quotes, including Marie Claire, iNews, Independent, Mirror, MSN and regional publication syndications.
- Achieved an increase of over 100 organic Google positions for competitive target keywords and reversed a drop in ranking from 4th to 100th and back.
- Increased the time users spend on TSG blog articles by 80% and website conversions from the blog by 162%, evidencing improved engagement.
- Achieved content placement syndication across regional online publications, including ChronicleLive and Sunderland Echo, on numerous occasions.

EXPERIENCE

HEAD OF CONTENT • INSPIRED • AUGUST 2022–PRESENT

- Leading on the creation and delivery of content strategies for brands in sectors including beauty, skincare and leisure.
- Producing multimedia content, including onsite blogs, product and service pages, digital PR content, social media content, video and branded imagery.
- Developing and implementing comprehensive SEO strategies that incorporate a roadmap of optimised helpful content and digital PR.
- Using market research and varying data sources to create user personas and audience profiles to tailor content and marketing collateral more effectively.
- Managing a team of content marketing executives and ensuring the team delivers on client and agency performance KPIs.
- Creating and implementing structured individual development and training plans with a focus on continued upskilling and high performance.
- Proofing and subediting all content produced by the content marketing team to the highest editorial standards and AP Style guidelines.
- Publishing content on a range of platforms, including social media management tools (Facebook, LinkedIn, YouTube, Twitter/X, Instagram, TikTok and Hootsuite) and CMS systems (WordPress, Umbraco, .NET).
- Managing the operation and resource of content production against content roadmaps, allocating work to align with client goals and timescales.
- Storyboarding and scripting video and podcast content.
- Leading regular ideation sessions to generate new timely and newsworthy content concepts for clients, incorporating search and social listening tools.

Chartered Institute of Marketing (CIM)

Managing Digital Marketing

August 2015

How to Write for the Web

December 2014

Advanced Email Marketing

December 2014

Search Engine Marketing

November 2014

VOLUNTEERING

Media and Events Officer

Show Racism the Red Card

November 2011-Present

PR Officer

The Offside Rule Productions

January 2013-Present

Publications Copywriter

University of Sunderland Institute of Sport

Sport

November 2012-September 2013

- Creating copy for paid ads on Google Search, Google Display Network, Meta (covering both Facebook and Instagram) and LinkedIn.

SENIOR COPYWRITER • MEDIAWORKS • OCTOBER 2020–AUGUST 2022

- Writing and repurposing thought leadership articles on behalf of clients for outreach to external publications that are relevant to audience profiles.
- Managing the copy team on a day-to-day basis, acting as a point of contact for role queries, client questions and personal support.
- Devising comprehensive multimedia digital content strategies for clients.
- Leading on Mediaworks' internal PR strategy, creating content calendars and writing press releases and digital PR content to gain coverage.
- Optimising clients' existing onsite content against Google recommendations, editing within clients' CMS platforms or GatherContent.
- Creating editorial and brand guidelines for both Mediaworks and clients.
- Writing optimised onsite marketing copy, informational/thought leadership blogs, how-tos and news articles to increase informational search rankings.
- Writing additional promotional copy and content, including white papers, infographics, video copy, online ad copy and interactive onsite assets.
- Sub-editing and proofreading various forms of written content for grammar, spelling, tone of voice, brand consistency, accessibility and factual accuracy.

MARKETING EXECUTIVE • TSG • SEPTEMBER 2016–OCTOBER 2020

- Responsibility for creating, optimising and copyediting all digital content and communications to ensure brand and tone of voice consistency.
- Creating and executing TSG's content strategy, focused on creating content that engages, informs and persuades at every stage of the buying cycle.
- Carrying out market research to create a range of audience personas.
- Lead copywriter for digital marketing communications, including informational and promotional website content, email marketing and social.
- Managing relationships and strategies with multiple digital agencies, including a marketing agency, SEO agency and web management agency.
- Overall responsibility for the TSG website using a content management system (CMS), which includes content writing and population, homepage design and content, functionality improvements and performance updates.
- Defined TSG's brand tone of voice and created a set of writing and design brand guidelines. Implemented across digital and traditional channels.

DIGITAL MARKETING ASSISTANT/COMMUNICATIONS ASSISTANT • NCFE • AUGUST 2013–AUGUST 2016

- Content marketing lead, creating a strategy that included thought leadership blogs, press releases, promotional videos and web content.
- Leading on monthly customer email newsletters, strategising, writing and assigning content production, and designing and building newsletters in Dotdigital. Achieved a consistent open rate of 25%+.
- Responsibility for managing the NCFE website using Umbraco CMS.
- Managing a relationship with a third-party website and SEO agency.
- Leading on and implementing NCFE's internal SEO strategy. As a result, the Functional Skills page saw an increase of 200% in organic traffic.
- Managed a Google AdWords campaign for SFA funding, which resulted in a click-through rate of 3.5% and conversion rate of 1.2%.