

NATASHA BOUGOURD

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CONTACT

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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 • Adobe Creative Cloud

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

EXPERIENCE

HEAD OF CONTENT • REBELLION • JULY 2024–PRESENT

- Writing and rewriting SEO and GEO-optimised client service pages, with 10 service pages ranking #1 for 43 keywords.
- Writing SEO and GEO-optimised client blogs within NLP keyword tool Frase, with 123 client blogs ranking #1 for 395 keywords.
- Achieved 615 AI citations for client service pages and blogs, including Google AI Overview, ChatGPT, Gemini, Perplexity and Copilot, since July 2025.
- Creating six-monthly blog content plans aligned to key pillar topics and addressing each stage of the buying cycle.
- Managing end-to-end content workflow process, from planning, briefing and writing to editing, publishing and repurposing/refreshing.
- Building sitemaps and service page structures and writing/rewriting entire client sites based on SEO and UX best practices.
- Proofreading and copyediting content to AP guidelines for clients in independent education, utilities, PR, technology and recruitment.
- Creating copy for paid ads on Google Search, Google Display Network, Meta (covering both Facebook and Instagram) and LinkedIn.
- Managing client websites, uploading content, making amends and creating new pages using Wordpress Cornerstone and Gutenberg editors.
- Creating audits of client website content with clear recommendations for remediation.

HEAD OF CONTENT • INSPIRED • AUGUST 2022–JULY 2024 KEY SUCCESSES

- Ideating and writing digital PR content, with placements in publications including City AM, Glamour UK, York Press, CNN Traveller and FE News.
- Producing SEO-optimised service page content for clients, with 39 service pages ranking #1 in Google for 94 keywords across 3 priority clients.
- Creating social media content plans and publishing content; increased bookings from Instagram for luxury hospitality client by 286%.
- Building an ISO-compliant content production workflow within internal CRM system, collaborating with Head of Planning.
- Producing and delivering onsite and offsite content strategies for brands in B2B and B2C tech, education, beauty, hospitality and more.
- Optimising automated eCommerce email sequences, increasing beauty client's opens to 52% for abandoned basket and browsing emails.
- Creating client-facing documents, including pitch decks, customer case studies and performance reports.
- Using market research and varying data sources to create detailed user personas and audience profiles.
- Managing a team of content marketing executives, providing detailed training programmes and setting individual and team KPIs.

York St. John University & Mediaworks

Digital Marketing Short Course
June 2020

The Roundhouse

Introduction to PR
November 2018

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 & FREELANCING

SEO Copywriter

Brighterly
July 2024–March 2026

Media and Events Officer

Show Racism the Red Card
November 2011–Present

PR Officer

The Offside Rule Productions
January 2013–February 2023

Publications Copywriter

University of Sunderland Institute of Sport
November 2012–September 2013

- Proofreading and copyediting all content produced by the content marketing team to the highest editorial standards and AP Style guidelines.
- Working with clients, partners and industry experts to enhance content.
- Producing multimedia content, including onsite blogs, product and service content, digital PR content, social media content, videos, branded imagery, eBooks, whitepapers, email newsletters, email marketing and ad copy.

SENIOR COPYWRITER • MEDIAWORKS • OCTOBER 2020–AUGUST 2022

- Writing evergreen and newsworthy digital PR articles, with placements in Metro, Mirror, MSN, Yahoo!, Top Sante and iNews.
- Achieved placements with reactive digital PR quotes, including Marie Claire, iNews, Independent, Mirror and MSN.
- Achieved content placement syndication across regional online publications, including ChronicleLive and Sunderland Echo, on numerous occasions.
- SEO-optimising clients' existing onsite content using E-E-A-T guidelines.
- Creating editorial and brand guidelines for both Mediaworks and clients.
- Writing new optimised onsite service page copy, SEO-optimised informational/thought leadership blogs, how-tos and news articles.
- Writing additional promotional copy and content, including whitepapers, infographics, video copy, PPC copy and interactive onsite assets.
- Copyediting and proofreading 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 blog content strategy; Increased the time users spend on blog articles by 80% and conversions from the blog by 162%
- 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.
- Overall responsibility for the TSG website using an Umbraco CMS, including content writing and population and updates.
- Defining TSG's brand tone of voice and creating comprehensive style guide.
- Managing relationships and strategies with multiple digital agencies, including a marketing agency, SEO agency and web management agency.
- Email marketing lead, creating email automation sequences for nurturing new leads, re-engaging customers and releasing regulatory information.

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.
- Email marketing and newsletter lead, with consistent open rates of 25%+.
- Responsibility for managing the NCFE website using Umbraco CMS.
- Managing relationship with third-party website and SEO agencies.
- Leading on and implementing NCFE's internal SEO strategy, achieving an increase of 200% in organic traffic on the Functional Skills page..