

Jennifer Rosellen Morgan

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A professional communicator, I'm a passionate and results driven marketer and copywriter who blends strategy and creativity to achieve company goals; devising on-brand innovative and imaginative solutions to communication challenges. Having worked across a wide variety of both b2b and b2c accounts and within a range of companies and on a variety of campaigns - from logistics to attractions, finance to fitness and just about every industry in-between - I've gained a wealth of experience encompassing the entire marketing communications mix, combined with incredibly strong project and stakeholder management skills.

HEAD OF MARKETING & COMMUNICATIONS

INVESTRPORT | *August 2017 – January 2018 [6 month FTC]*

- Responsible for creating, implementing and leading the marketing, branding and communications strategy for this new fin-tech start-up using a strategic, creative and commercial approach to ensure the brand is ready for launch
- Working with a small, global team and leading a team of two with one direct report, working closely with the CEO and founder.

SOCIAL MEDIA & DIGITAL MARKETING CONSULTANT & COPYWRITER

FREELANCE, VARIOUS | *May 2016 - August 2017*

- Leading on Digital and Social Media Marketing strategy for clients working on integrated marketing and PR campaigns, working closely with colleagues to deliver multiple projects and campaigns simultaneously
- Responsible for all digital content creation: paid social advertising email marketing, website copy, banner adverts, PPC, SEO, blogs, social media posts, community management, thought leadership and more.
- Leading Influencer Marketing strategy from identification to ongoing relationship management and overseeing Influencer and Media events from conception to wrap-up
- Responsible for all copywriting and copy editing across all mediums and liaising with external agencies & design teams
- Big picture strategy plus day-to-day operational management + regular reporting (social,google analytics,adwords etc) --
- Advising on strategy and assisting with new business pitches
- Clients included: Aspire PR and Marketing, Foxy Bingo, PhD Nutrition, Zyro and Altura, TCT Technology

MARKETING MANAGER & COPYWRITER

KIDZANIA LONDON | *September 2015 - May 2016*

- Responsible for developing and implement integrated Marketing and Publicity campaigns utilising multiple digital platforms as well as direct marketing programs to drive profitable sales, increase footfall and raise brand awareness
- Responsible for all copywriting company-wide across the full marketing mix plus copy editing
- CRM and EDM coordination from initial idea to design and delivery – resulting in a strategy to increase customer acquisition, retention and to drive conversions
- Liaising with external PR, Media, PPC and SEO agencies & working closely with our Artworker and Graphic Designer
- Creatively and strategically seeking out relevant partnerships to help deliver effective marketing to target audiences
- Protecting and developing the KidZania London brand ensuring consistent brand messaging and communication throughout all internal and external communication.
- Working in collaboration with all teams across the business to communicate a world class offering for our customers

- Managing the workload of the Marketing Assistant
- Stakeholder management, networking and representing the company at internal and external events.

SOCIAL MEDIA MARKETING MANAGER & COPYWRITER

SOMETHING BIG *Creative Communications Agency* | November 2014 – September 2015

- Working with a variety of b2b and b2c brands, ranging from well-known global clients to local businesses -
- Creating and implementing results driven social media and digital campaigns
- Copywriter: Including website copy (Hertz, BDA), Internal Communications (DHL), Print (BDA) and Promotional Materials (DHL, Hertz, BDA) and more
- Liaising with the studio, art director and designers to conceptualise and storyboard visual content
- Day-to-Day operational management and monitoring of all social platforms and apps
- Overseeing award submissions and networking events for clients.
- Ensuring Social Media Best practice: Regularly attending conferences and workshops, such as Social Media Week and monitoring trends in social media broadly to ensure all brands remain adaptive
- Creating client-facing documents, measuring and report on the efficacy of social campaigns, with a view to improve measures month-on-month
- Running the Agency social platforms and blog; demonstrating Something Big as thought leaders within both the marketing and digital space
- Assisting the Business Development Team with bids and tenders

SOCIAL MEDIA MARKETING MANAGER & COPYWRITER

OAKLEY CAPITAL ('Pembroke Venture Capital Trust') | August 2013 – October 2014

- Working with a variety of b2c premier brands across a range of sectors -*Plenish Cleanse, Bella Freud Parfum, KX Private Members Club, BOOM Cycle, La Bottega*
- Implementing social media strategy and coordinating with a variety of stakeholders to support brand communities across all social platforms
- Managing monthly content calendars and the day-to-day presence on social platforms for all clients and completing monthly reports and leading monthly meetings
- Creating compelling editorial content including blog posts, imagery and video for social audiences
- Increasing social profile growth, developing brand awareness, creating conversation, ensuring engagement, customer service and crisis management, live-tweeting events
- Assisting on strategy and new business development pitches for all aspects of the digital mix for all accounts
- Paid social campaigns, key influencer outreach, competitions and moderating user-generated content.

SOCIAL MEDIA AND PR EXECUTIVE

Babelfish PR | January 2012-August 2013 [*Freelance*]

ASSISTANT ACCOUNT EXECUTIVE

Mischief PR | February 2012 – May 2012 [*3-month-placement*]

EDITORIAL INTERNSHIPS

Glamour.com, Red Online and More! Magazine | 2011-2012

PR INTERNSHIPS

Lancôme and MCA | 2010

EDUCATION

2007-2010 The University Of Exeter BA (Hons) Psychology 2.1

2005- 2007 St. John's School, Leatherhead, Surrey A – Levels - English Literature **(A)** Psychology **(A)** Drama and Theatre Studies **(A)**

2002-2005 City of London Freemans School, Ashted, Surrey: GCSEs - English Literature **(A)** English Language **(A)** Biology **(A*)** Chemistry **(A)** Physics **(A)** History **(A)** Social Science **(A*)** German **(A)** Mathematics **(B)** Drama **(A*)**

QUALIFICATIONS

2017: Level 4 CPD Award - **Advanced Marketing and Advertising** – (Higher Distinction).