

ELLEN WILKINSON



Manchester UK



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Content & Communications Manager

Content and Communications Management | Strategy and Programme Management

An accomplished, trusted and highly experienced Communications and Content Specialist with a proven track record of driving company growth through effective and integrated marketing campaigns, development of marketing strategies and creative content. A hands-on and creative strategist, accustomed to operating in Matrix organisations and conceptually formulating marketing plans built on a comprehensive understanding of business requirements; identifying specific requirements and delivering value-adding solutions accordingly. Collaborative and confident communicator continually focused on building long-lasting relationships and promoting synergy.

KEY SKILLS

Content Creation
SEO Content Writing
Keyword Research
Editing & Proofreading
Public Speaking
Training Development
WordPress

HTML Creation and Editing
Content & Communications Strategy
Copywriting
Relationship & Partnership Management
Networking & Partnerships
Campaign Management
SPSS & Excel

Social Media
Data Analysis
Branding
Public Relations
Publications
Account Management
Buying & Purchasing

CAREER SUMMARY

Content & Communications Manager

2018- 2021

3CX | Nicosia, Cyprus

Fully accountable for managing the content and communications strategy across a global portfolio of 25K partners. Created and secured stakeholder support for the annual calendar across all channels and websites, and overhauled the press releases and outreach strategy; to ensure PR was engaging and accessible.

- Fully accountable for 3CX's channel content strategy across all platforms including print, web, email and social media
- Showcased considerable expertise in the capacity as lead writer. charged with monitoring junior content executives and owning their personal development plans as writers
- Expanded 3CX's reach to industry-leading magazines and national press through direct pitching of creative guest articles and PR, which directly impacted upon the number of enquiries on the site and increased applications to the reseller programme
- Spearheaded a new sales and marketing development programme which was attended by over 10K participants in the first year and achieved a 250% increase in participation vs previous programmes
 - Astutely identified a trend in reseller partners experiencing difficulty in marketing their 3CX product offering which corresponded with a decline in sales
 - Designed, tested and scripted a 10 part training series on core sales and marketing concepts
 - Delivered the first course via webinar to 500 participants and developed the global sales team to rollout
- Embedded SEO friendly web copy, blogs and case studies which increased rankings on average by 8 places
- Introduced and influenced the creation of a private networking group for partners with sign up from over 1150 contributing members within 3 months
- Owned the recruitment and management of guest bloggers, PPC agencies and freelancers as required

CAREER SUMMARY CONTINUED

Brand Activation Manager

2017-2018

Walgreens Boots Alliance, Nottingham, UK

Led the retail strategy, brand activation and NPD pipeline for Boots Own Brand within international markets. Principally accountable for the delivery of new products in order to penetrate new markets and leading the development of existing international market portfolios, which included coaching and developing international teams.

- Curated the product portfolio for the launch of Boots Italy and controlled the purchase, warehousing and execution of over 700 incremental products to new stores
 - Conceptualised the assets and merchandising plan for Boots Italy with third party agencies
 - Served as the Project Lead for the Boots own brand and charged with building the product offering, securing the stock and the management of translations at in-market agencies
 - Successfully launched over 740 incremental products on launch day
- Partnered directly with in-market teams to resolve a £800K deficit through the activation strategies across social and in-store channels
 - Worked closely with global brand teams to secure additional stock, introduced new brands and led negotiations on product costs to maximise returns
 - Worked with the in-market teams to create a messaging strategy across the new products and developed competitive social media assets

Commercial Graduate Scheme

2016-2017

Walgreens Boots Alliance, Nottingham, UK

Successfully completed three placements across key commercial functions within Boots UK and Global Brands, including as a Store Manager, Assistant Buying Manager and Assistant Activation Manager.

- Successfully mitigated over £430K in CPIs in Year 1
- Managed P&L for the Gulf, South Asian and Korean regions
- Managed the procurement, manufacturing and delivery for the re-launch of Soltan, a project valued at £2.5M
- Took an active role in the capacity as Senior Buyer for scoping products and led negotiations with suppliers on the launch of the new baby product range
- Led the recruitment and outreach for Grads4Notts, a local initiative supporting school leavers and university students by showcasing and experiencing the roles within Boots

Freelance Content Writer

2015-Present

The HOTH

Researching, writing and editing SEO optimised blog posts, web copy and articles ensuring compliance with strict client briefs and deadlines.

- Appointed as a guest blogger to provide services for SaaS providers and technical publications
- Created a wide writing content portfolio on topics including baking, technology and Bitcoin
- Produced in-depth optimization reports and web copy for a broad spectrum of clients

EDUCATION & QUALIFICATIONS

BA (First Class) Politics and American Studies | The University of Nottingham (2016)

- *Received an Award for Best Performance within the School of Politics; achieving an overall First Class Degree*
- *Research-based degree advancing skills in the use of SPSS and Excel*
- *Dissertation: 15,000 Words: Abducted: How changing gender identifies in the cold war contributed to the rise in alien abduction claims from 1955-1975*

3 A Levels A* and A Grade | Eaton Bank Academy (2013)

VOLUNTARY ACTIVITY

D.A.L.I Rescue

August 2018 -Present

Fundraiser and Website Support

- Offering website maintenance, copy and blog content and involved in a range of fundraising activities