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Personal Profile

I am a freelance copywriter and editor, and highly skilled digital media professional with 18 years' experience, as a journalist, content editor, content marketing manager and growth hacker across editorial, social, email, internal comms and SEO. I am proud of playing a part in growing Skyscanner from a start-up to a £1.4bn business, recently leading its global content team.

Achievements

1. Played a significant role in building the Skyscanner brand through copy, comms, tone of voice, editorial and content marketing strategy
2. Grew Skyscanner content function from being in a UK team of two to leading a global operation
3. Helped secure joint venture deal with Yahoo Japan by presenting to delegation on content strategy
4. Trained staff in and launched CRM product in APAC

Employment history

Freelance Copywriter & Editor, Sep 2016 – present

- *The List*: features writer, partner-supported content
- *The List Eating & Drinking Guide*: Editorial Assistant, Guide proofreader. features writer, reviewer
- *60Watt*: copywriter for number of clients including *Cottages & Castles* (tourism marketing) and *Love & Humphries* (financial services)

Content Manager, EMEA, Skyscanner, Dec 2014 – Aug 2016

- Led global content function of 14 (EMEA, US, APAC) in-house staff and 30 freelancers
- Line-managed five EMEA content managers
- Mentored marketing graduates
- Led on content strategy, driving significant growth across markets
- Constantly learnt and applied lean business and growth hacker marketing theories and techniques to improve performance of content
- Led on organic content as member of SEO squad (2015-6), ensuring SEO best practice in content; and managed EMEA freelance pool
- Co-ordinated and presented at 'Content Hackers' event for 30 freelancers
- Championed the value of content within the business; represented Skyscanner at external events with content marketing companies such as Contently and NewsCred

- Also, member of France, Nordics & Netherlands and Establishing Markets squads (2014-15), leading on content and contributing to multi-channel marketing campaigns
- Recorded 14 editions of Skyscanner Travel Podcast
- Wrote posts for internal comms channel and provided editing service for others, including Skyscanner CEO

Content Manager, UK, Skyscanner, June 2013 – Dec 2014

- Led UK content, driving significant traffic increase
- Managed editorial content for Skyscanner.net, writing articles, commissioning freelance writers and sourcing content from third parties; optimised distribution channels to acquire, activate and retain users and drive conversions
- With Content Lead, recruited global team of content managers and executives, and email communications managers
- Managed UK CRM/email communications product
- Launched CRM product in APAC markets, training staff at Singapore office in Exact Target software
- Liaised with Commercial team to secure and develop partnerships through content to drive bottom line revenue
- Mentored content interns

Content Executive, Skyscanner, Oct 2011 – June 2013

- Wrote news and features content for Skyscanner.net
- Published content on site with CMS
- Migrated all Skyscanner news and features content from Moveable Type to Drupal
- Planned editorial content schedule for written content
- Produced weekly email newsletter using Dotmailer software
- Worked in cross-functional start-up marketing team on PR, social media and design

Freelance Copywriter & Editor, Sep 1999 – present

- *The List*: features writer (2017)
- *The List Eating & Drinking Guide*: Editorial Assistant, features writer (2017)
- have written over 100 reviews for 11 annual editions (2007-17)
- *Audiense* (formerly SocialBro) (2014) – social media marketing strategy blog writer
- *Coolgossip-edinburgh.com*: editor of online women's business & lifestyle magazine (2005-6)
- *Cow Parade*: B2B & B2C marketing copywriter
- *Smart Disposal & Protecting the Future* – writer and sub-editor for Ministry of Defence Offset department publications (2005-6)
- *Edinburgh Evening News* – features writer for newspaper (2005-6)
- *When Saturday Comes* – features writer for football magazine (2002)
- *M8* magazine – features writer
- *Edinburgh Student Newspaper* – features writer, and sub-editor of entertainment section (1999-2000)

Content Editor, VisitScotland, March 2006 – Oct 2011

- Managed editorial content for various areas of VisitScotland.com
- Copywriter for PR, e-comms, marketing campaigns and informational content - including comprehensive gazetteer of Scotland
- Produced weekly email newsletter; managed multiple CRM output
- Championed VS social media activity, taking VS Twitter account from 0 to 10K followers 2008-10. Live Tweeted Open Golf Championship 2010!
- Worked with teams across organisation on digital & offline marketing activities
- Account managed commercial partners
- Line managed two content executives

Editor, *John Lewis Edinburgh Chronicle*, Sep 2001 – April 2005

Responsibility for production of weekly staff magazine: flat-planning, liaising with stakeholders, writing news and features, photography, proofing & editing, layout, desktop publishing, distribution, promotion.

Skills/Qualifications

PgDip Journalism, Napier University, 2001

MA (Hons) English & Scottish Literature, 2:1, University of Edinburgh, 2000

Google Analytics exam (89%)

Skyscanner internal 'Growth Hacking Ninja' course

Advanced presentation skills

References Available on Request