



# Ben Behrens

07787995707 | E: benbehrens@outlook.com  
Bristol

<https://www.linkedin.com/in/ben-behrens-782363147/> | <https://benbehrens.journoportfolio.com/>

## PROFESSIONAL SUMMARY

An SEO Executive for a major national brand, I combine creativity in my writing with intelligent data-driven analysis. I have a good grasp of SEO tools and principles and am an excellent communicator in writing, on Zoom and in person.

## WORK HISTORY

**SEO EXEC (CONTENT)** 10/2018 to CURRENT

### Invitation Digital Limited | Bristol

- Creating and optimising product and brand guides for Black Friday, developing metadata structures in accordance with target keywords — this content is appearing on page 1 after just a few weeks
- Using SEMrush to research relevant topics to guide content on merchant pages
- Researching and creating SEO-driven resources e.g. "Best Supermarket Gin" that continue to drive 7K visitors monthly to site — 18 months after creation
- Exceeding targets for content marketing projects including "World's Smartest Countries", "Cheapest European Train Journeys" and "Footballers vs Fans Salaries" to get coverage from publications including *Forbes*, *GQ*, *Grazia*, *Stylist*, *Daily Mail* and beyond

**SEO COPYWRITER** 04/2017 to 10/2018

### Invitation Digital Limited | Bristol

- Wrote merchant descriptions for the website, blog and white-label projects for the Daily Mirror and Independent.ie
- Diversified tone of voice by writing copy for Mumsnet, The Guardian and Groupon
- Optimised merchant pages by writing and uploading metadata, and applying relevant internal links
- Used HTML to optimise formatting of merchant copy, headings and banner images

**EDITORIAL ASSISTANT / FREELANCE WRITER** 11/2016 to 04/2017

### Wildfire Comms | Bristol

- Delivered informative, accessible articles on student mental health and SEN tech for EdQuarter
- Copyedited, proofread and uploaded press releases and articles to EdQuarter website, optimising for desired keywords
- Scheduled social pushes for articles using Hootsuite, writing CTAs
- Performed well during work experience and was subsequently offered paid work

**WORK EXPERIENCE** 02/2017 to 02/2017

### Bristol 24/7 | Bristol

- Used CMS to publish and edit articles and weekend activity listings
- Conducted interviews and delivered features on BCFM, In Between Time festival and "Breakfast with Bristol 24/7" feature

## CERTIFICATIONS

Google Analytics for Beginners — Google Analytics Academy — September 2020

## EDUCATION

**MA | Film and Television Studies** 2013

**University of Bristol**  
Distinction

**BA | Drama: Theatre, Film And Television** 2012

**University of Bristol**  
First Class Honours