

Sam Jeans

Content Manager and Writer

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Writing Portfolio: <https://www.samjeanswriter.com/>

STATEMENT

I create compelling content that is imaginative, original and non-derivative while delivering on SEO and marketing KPIs. My writing and management skills help clients communicate their ideas with new audiences, increasing their reach and performance.

I've worked with a broad range of brands, businesses, organisations and individuals in both commercial and non-profit settings. I've become a valuable content strategist and creative mind for my clients, working both individually and under the direction of CEOs and marketing managers.

I've established an excellent track record on Upwork, but while freelance work has served me well, I am now seeking long-term positions.

WORK HISTORY

CONTENT MANAGER AND WRITER - Freelance - January 2015 - Present

I've produced and managed content for local and international businesses, established brands and start-ups, helping them successfully raise their online presence and connect to a wider audience. Many articles are organically backlinked by authority sites.

I also manage social media campaigns and have been instrumental in rebranding and design projects.

Notable Clients (Updated January 2023):

- **Grippid:** Freelance writer for B2B clients in the cyber security, intelligence, voice analytics and logistics industries.
- **Vestd:** Equity management SaaS platform.
- **Age Times:** Retained writer for media outlet aimed at the over-55s demographic.
- **Aya Data:** Content manager for machine learning, artificial intelligence and data labelling startup.
- **Lime Creations:** Managing WordPress blogs, press releases and social media for five eCommerce sites.
- **Royal Mint:** Writing email campaigns for coin and medal releases.

SCRIPT WRITER - BeAmazed - December 2018 - July 2020

BeAmazed is a YouTube channel with over 10 million subscribers in 2020. I produced scripts for science and engineering videos.

WRITER - Enigma Marketing - April 2017 - May 2018

Working primarily with Enigma Marketing's client Vidioh, a video-in-print company that works with clients such as Hitachi, Heineken and Symantec. Alongside the marketing team, I produced long-form blog posts and guest posts to assist with their online marketing campaigns. This helped them increase their organic audience and receive backlinks from authority sites.

CONTENT MANAGER - Creatella - April 2016 - December 2018

Creatella, a venture builder/startup accelerator, required a regular writer to produce content and press releases for their flagship project Bilingua, a language learning app. I managed content for two years, helping them increase organic traffic.

EDUCATION

Birkbeck University London, London — MSc International Development and Social Anthropology - Merit.

Graduated October 2019. Skills: Qualitative research, academic and technical writing, critical analysis, literature reviews.

Bucks New University, High Wycombe — BA Audio and Music Production - 2:1.

Graduated June 2016. Skills: Sound design, audio mixing and mastering.

Software/SaaS/CMS: WordPress, Webflow, Pro Tools, Final Cut, Ahrefs.

Upwork Profile: <https://www.upwork.com/freelancers/samjeans>

REFERENCES AVAILABLE ON REQUEST - TESTIMONIALS AVAILABLE ON UPWORK OR IN MY WRITING PORTFOLIO