



JESSICA WOODRUFF

DIGITAL MARKETER WITH A
LOVE FOR EXCELLENT COPY

WORK BACKGROUND

CONTRACTED DIGITAL MARKETING CONSULTANT

PlatoScience (Start-up) | Contract

- 360 Digital Marketing including content creation, basic artwork design, strategy, on all social media platforms
- Managing Paid Media campaigns.
- All written work as well as implementation for product pages, whitepapers, social, ads, newsletters, manuals, video scripts, PR, and blog posts.
- Building and maintenance of Shopify eCommerce website.
- Project management for outsourced suppliers.
- Full monthly reporting on website, Google Ads, LinkedIn, Facebook.

CONTRACTED DIGITAL MARKETING CONSULTANT

Cagan Tech (Start-up) | Contract

- Paid Media campaigns for Google Ads, Facebook and LinkedIn.
- Content Creation for product pages, whitepapers, social, ads, newsletters, PR, weekly blog posts.
- Website UX wireframes.
- Animation scripts and direction.
- Project management for outsourced suppliers.
- Full monthly reporting on website, Google Ads, LinkedIn, Facebook.

SOCIAL MEDIA & CONTENT COORDINATOR

Frogfoot Networks | Jan 2020 - June 2020

- Paid Media campaigns for Facebook and Instagram.
- Developing content strategies and goals.
- Writing helpful industry-related thought-pieces.
- YouTube video marketing.
- Hootsuite and HubSpot implementation.
- Full monthly reporting on performance and identifying trends.

DIGITAL COPYWRITER (SHOPRITE & CHECKERS)

99 Cents Retail Agency | Sept 2018 - Dec 2019

- Conceptualised campaign storylines for a complete digital rollout.
- Daily content creation for all Shoprite and Checkers departments.
- Provided technical support to junior writers.
- AdWords research.
- Developed copy and idea mood boards for mobile games.

PROFESSIONAL SUMMARY

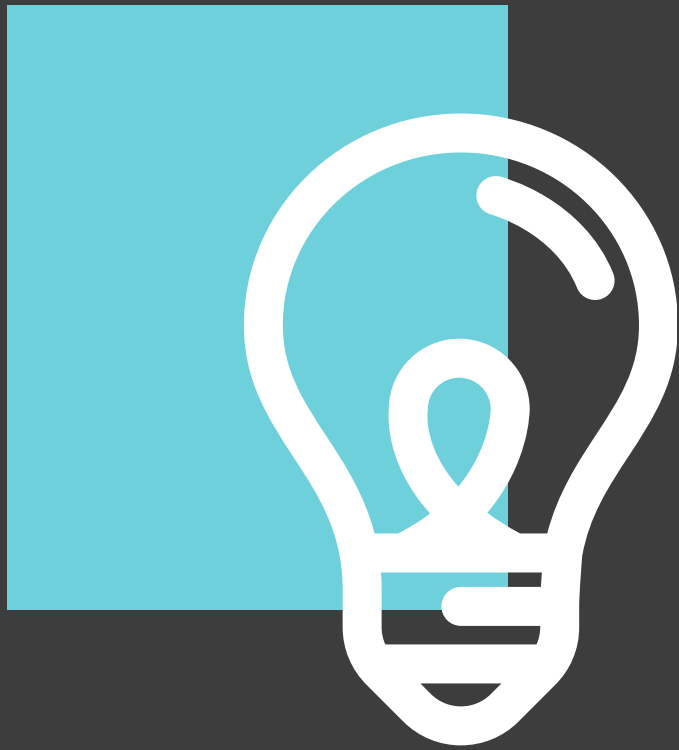
I have been in the digital marketing and retail advertising industry since 2013. I have always worked with a strong focus on creating the optimal user journey that will become mutually beneficial for the customer and the brand.

I am passionate about both B2B and B2C marketing and have a strong understanding of the marketing funnel.

I am able to grow a following through set goals and a clear vision but also adapt to current trends without losing a beat.

SKILLS AND ABILITIES

- Knowledge of CMS, CRM and SEO platforms.
- Knowledge of HootSuite, Adwords, HubSpot, Facebook Ads manager and other marketing tools.
- Easily adapts to correct tone of brand.
- Cross-team collaboration skills.
- Content marketing writing skills.
- Problem Solving Skills.
- Communication Skills.
- Lifelong learning attitude.
- Data-driven.



FAST FACTS

Drivers Licence: Yes
Citizenship: South African & British
Languages: English, Afrikaans & French
Date of Birth: 06/12/1989
Cell: 0834588867
Email: jesswoodruffmedia@gmail.com

PORTFOLIO

<https://www.jessicawoodruff.com/>

LINKEDIN

www.linkedin.com/in/jessica-woodruff

REFERENCES

Available on request.

SOCIAL MEDIA & CONTENT COORDINATOR

Shift One Digital Marketing | Mar 2017 - Aug 2018

- Monthly content plan creation for multiple clients.
- Developing content strategies and goals for each client.
- Writing helpful industry-related thought-pieces & press releases.
- Social Media Marketing
- Public Relations & Influencer Marketing.
- Full reporting on monthly performance and identifying trends.

MANAGING EDITOR

Compare Guru | Aug 2015 - Feb 2017

- Developing and maintaining editorial standard across platform.
- Content creation across design, website and social platforms.
- Community management of social media platforms.
- Managing workflow of junior writers.
- AdWords research and SEO implementation for content growth.

TRAFFIC COORDINATOR

Mad Retail Advertising | Mar 2015 - Aug 2015

- Managed studio and ensured strict deadlines were kept.
- Adhoc social media ad artwork copy.
- Animation Scripts
- Attended client meetings and developed contact reports.

JUNIOR EDITOR

IAfrica for Primedia Online | Jan 2014 - Feb 2015

- Sourced and wrote trending lifestyle content.
- Interviewed health and wellness professionals.
- Social Media Management
- Proofreading

ACADEMIC BACKGROUND

UNIVERSITY OF JOHANNESBURG

Bachelor of Arts in Journalism | 2011 - 2013

- Journalism (1st major)
- Communications (1st major)
- French (2nd major)
- Linguistics

TREVERTON COLLEGE

Grade 10 - 12 | 2011 - 2013

- School team for Equestrian.
- Athletics.
- Drama Club.

CRAWFORD COLLEGE LONEHILL

Grade 7 - 10 | 2003 - 2006

- Drama Club.
- Reserve SA Champion in Dressage.
- School team for Equestrian.
- Athletics.