



JESSICA WOODRUFF

WORK BACKGROUND

HEAD OF CONTENT

Flow | Current

- Develop & execute content marketing strategies for all channels
- Content creation for all marketing assets including but not limited to blogs, paid media, social media, newsletters, onsite copy, SEO copy, video scripts, and webinars.
- Full competitor analysis to assess potential brand wins.
- Monitoring and optimisation of all digital channels
- In-depth reporting on performance & future opportunities.

SEO CONTENT MANAGER - INDEPENDANT CONTRACTOR

LiD | July 2023 - May 2024

- Client Management and Communications
- Project Management
- Full competitor analysis to assess potential brand wins.
- Content Creation for all accounts
- Providing guidance to content creators
- In-depth reporting on performance & opportunities.

SEO CONTENT MANAGER

Kalium | March - June 2023

- Client Management in the form of meetings, and invoicing.
 - Performing Keyword Research for ranking purposes.
 - Full competitor analysis to assess potential brand wins.
 - Briefing writers on optimisations and content creation.
 - Reviewing completed content and providing guidance.
 - Full-scale reporting on SEO campaigns.
 - Link-building strategies and suggestions for further onsite optimisation.
- Reason for leaving: Retrenched

ECOMMERCE COPYWRITER FOR OUTDOOR BRAND

Cape Union Mart | October 2021 - February 2023

- Building and maintenance of Outdoor Adventure + Equipment Blog.
 - Commissioning of ambassador content.
 - Full copywriting rollout for blogs and interviews.
 - Ownership of technical equipment product descriptions.
 - Search Engine Optimisation of all content to increase inbound traffic.
 - Onsite search optimisation to increase user experience.
 - Content strategy and project management.
- Reason for leaving: Career Prospects

CONTRACTED DIGITAL MARKETING CONSULTANT

PlatoScience (Start-up) | August 2020 - August 2021

- Building and maintenance of Shopify eCommerce website.
 - Conducting focus groups on neurotech products.
 - Full content creation rollout including product pages, whitepapers, social, ads, newsletters, PR, blog posts, and animation scripts.
 - Content strategy and project management for outsourced suppliers.
- Reason for leaving: Fixed contract

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 is 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

- Proficient with most CMS, CRM & SEO platforms.
- Proficient in SalesForce, Ahrefs, Google Search Console, Surfer SEO, SemRush, HootSuite, Asana, HubSpot and Facebook Ads Manager.
- Content marketing, writing and strategy.
- Significant research skills.
- Easily adapts to the correct tone of a brand.
- Cross-team collaboration skills.
- Data-driven strategies.
- Problem-Solving skills.
- Communication skills.
- Lifelong learning attitude.

FAST FACTS

Drivers Licence: Yes
Citizenship: British & South African
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.

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.
- Reason for leaving: Career prospects

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.
- Reason for leaving: Retrenched

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.
- Reason for leaving: Career prospects

TRAFFIC COORDINATOR

Mad Retail Advertising | Mar 2015 - Aug 2015

- Managed studio creative work schedules
 - Ensured strict deadlines were kept.
 - Wrote social media ad artwork copy.
 - Co-wrote Animation Scripts
 - Developed client meeting contact reports.
- Reason for leaving: Career prospects

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
- Reason for leaving: Budget constraints

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 | 2006 - 2008

CRAWFORD COLLEGE LONEHILL

Grade 7 - 10 | 2003 - 2006