



JESSICA WOODRUFF

Digital Marketer

FAST FACTS

Drivers Licence: Yes
Citizenship: South African & British
Languages: English, Afrikaans & French
Date of Birth: 06/12/1989
Cell: 0834588867
Email: jesswoodruff89@gmail.com

PROFESSIONAL SUMMARY

I have 7 years experience in the digital marketing and retail advertising industry 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.

The best kind of challenge growing a following through set goals and a clear vision but also adapting to current trends without losing momentum..

CORE SKILLS

Adapt to correct tone and voice for brand.
Creative thinking for campaign concepts
Cross-team collaboration skills
Content marketing writing skills
Lifelong learning attitude
Advanced research skills
Data driven

WORK HISTORY

Digital Copywriter (Shoprite + Checkers)

99 Cents | Sept 2018 - present

- Conceptualising campaign storylines and digital rollout.
- Managing and approving all junior writer work.
- Developing content strategies to improve digital performance.
- Presenting concepts to client.
- Adwords Research.
- Analytics Reporting.

Social Media Manager + Content Creator

Shift One Digital Marketing | March 2017 - Aug 2018

- Creating campaigns concepts that translate into strategic emailers
- and carefully developed social content plans.
- Crafting monthly content calendars & newsletters.
- Facebook Business, Adwords and Analytics.
- Social community & campaign management.
- Compiling & presenting findings in reports.
- Crafting press releases & sending to press.
- Radio and Animation script writing.

Managing Editor

Compare Guru | Aug 2015 - Feb 2017

- Managing permanent and freelance writers.
- Developing product website pages.
- Developing content strategy and editorial policy.
- Ensuring all content pillars are populated.
- Performing tests on all content for optimisation.
- Media partnerships and collaborations on future projects.

Traffic Coordinator

Mad Advertising | March - Aug 2015

- Managed studio and ensured strict deadlines were kept.
- Updated status document of all jobs daily.
- Developed social media and artwork copy.
- Developed contact reports from client meetings.

Editorial Intern

Prime Media Online | Jan 2014 - March 2015

- Interviewed industry professionals.
- Sourced and posted daily lifestyle blogs.
- Social media community management.
- Conceptualised and wrote 4+ original research blogs weekly.





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OTHER WORK EXPERIENCE

Stewardess on a superyacht
MC Superfun | April - November 2010

For my gap year, I worked aboard a superyacht for the entire 2010 Mediterranean season. I started off in France and travelled along the coast to Italy and Spain. I was in charge of silver service, childcare and laundry, and cleaning duties. It was a fantastic experience with exposure to different nationalities, cultures and personalities. I worked 7 days a week from morning until night and slept in a cabin on the yacht. It was a fantastic experience and I worked very hard.

EDUCATION

University of Johannesburg
Bachelor of Arts in Journalism | 2011 - 2013

- Journalism
- Communications
- French
- Psycholinguistics

Treverton College
Grade 10 - Matric | 2006 - 2008

- School team for Horse Riding
- Athletics
- Drama Club

Crawford College Lonehill
Grade 7 - 10 | 2003 - 2006

- Reserve SA Champion in Dressage
- Athletics
- Drama Club
- Piano

Broadlands Primary School
Grade 3 - 6 | 2003 - 2006

St Cyprians Primary School
Grade R - 3 | 1995 - 1999

WORK REFERENCES

John Bognar (Shift One) 060 520 0508
Frances Bailey (Compare Guru) 084 437 6178
Bryony Kruger (iAfrica) 072 227 7280

PORTFOLIO

<https://jesswoodruff89.journoportfolio.com>

LINKEDIN

<https://www.linkedin.com/in/jessica-woodruff/>

