

Bri Henderson - [Portfolio](#)

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07710439639

Creative and results-driven copywriter with 8+ years of experience crafting SEO content across diverse industries, including financial services, luxury retail, business and tech, and sustainability. Whether B2B or B2C, I transform complex ideas into engaging, high-performing copy that connects with audiences and drives conversions.

EMPLOYMENT HISTORY

Mortgage Synergy, Mortgage & Protection Advisory — *Copywriter (2024 - present)*

Tick Tock Tea, UK tea company — *Blog Writer (2025)*

Brothers Cider, Drinks Retailer — *Blog Writer (2024)*

EM360Tech, B2B Podcasting — *Content Writer (Feb 2025 - June 2025)*

Drewberry — *Content Executive (Pensions Expert)*

May 2022 - September 2024

- Boosted key pension-related keyword rankings from page 2 to 1, securing featured snippets and increasing organic traffic
- SEO content creation (articles, blog posts & web content) to engage B2B & B2C audiences
- Led case study development, strengthening brand authority and improving conversion rates
- Produced email copy that contributed to higher webinar sign ups and inbound insurance enquiries
- Handled email marketing (campaign development, audience segmentation, & design elements)
- Authored technical platform guides that increased client onboarding and usage of new employee benefit tools
- Delivered SEO-driven content strategies that guided editorial planning and supported commercial goals
- Oversaw webinar production and YouTube content, contributing to broader multi-channel engagement
- Managed full content lifecycle (from ideation and keyword research through to upload and optimisation), ensuring consistent SEO-first execution

Go Up — *Content Lead*

October 2019 - April 2022

- Led SEO content strategies for major brands (Bywaters, Harvey Jones, TRIP, Pasta Evangelists), contributing to organic traffic improvements and lead gen
- Delivered local SEO content supporting local conversions and search visibility
- Oversaw content creation from concept to publication

- Implemented mobile focused optimisation, improving page experience and reducing bounce rates
- Executed PR outreach that secured client coverage across digital publications
- Developed strong understanding of SEO, UX, and design content principles

Go Up — *Digital Marketing Intern*

July 2019 - October 2019

- Supported SEO campaigns, contributing to measurable improvements in keyword rankings
- Conducted keyword research that informed successful content strategies
- Produced PPC ad copy that increased click-through rates
- Performed technical and content audits that improved site health and content relevance

Cognisess — *Copywriter*

August 2018 - May 2019

- Social media management (LinkedIn, Facebook, and X, formerly Twitter)
- Managed SM management end to end (planning, creating, scheduling and analysing data)
- Developed digital content strategies
- Created copy/content for blogs, marketing brochures, and onsite copy
- Created style guides and supported chatbot language learning

TRIP, Leading UK CBD — *Content Writer (2022-2023)*

VK Jewellery, Luxury Retail — *Content Writer & Content Strategy (2022-2023)*

EDUCATION

Bath Spa University, Bath — *Creative Writing*

September 2016 - July 2019: **2.1 Bachelor's Degree**

Level Two qualification in Environmental Sustainability (Achieved July 2025)

EXPERIENCE

- Deputy editor of student magazine at Bath Spa University
- Children's book editor for South Down National Park volunteer-led project
- Articles published on online publication *The Olive Fox*
- Fiction piece published in online zine *Shift*

PROFICIENCY IN TOOLS

- Asana, Trello, Salesforce, HubSpot, Jira, Google Workspace
- Ahrefs, Google Analytics, Google Search Console, Screaming Frog, Moz
- AI tools: ProWritingAid, Surfer SEO, Yoast SEO, ChatGPT, Jasper AI
- Canva and Figma, WordPress and Shopify