

Laura Kelly (she/her)

Experienced Digital Content Marketing Professional | Proven Ability to Create Engaging Website Content, Drive Organic Traffic, and Enhance User Experience | Expertise in SEO, Data Analysis, and Content Management Systems | MA in English Literature | Brighton, England, United Kingdom

A highly creative and detail-oriented digital content marketer with a strong background in crafting compelling website content, optimising for search engines, and using data-driven insights to improve engagement and achieve business objectives. Proven ability to collaborate effectively with cross-functional teams and contribute to a positive digital customer experience.

Key Skills

- Digital Content Strategy & Creation
- SEO Content Optimisation
- Website Content Management (CMS)
- Data Analysis (Google Analytics & native Audience Analytics tools)
- Cross-functional Collaboration
- Experience with WordPress, Squarespace, Shopify

Summary

Versatile and results-oriented digital content marketer with a strong foundation in English literature and a proven track record of developing and implementing engaging content strategies for websites. Experienced in SEO best practices, utilising analytics tools to inform content decisions and drive organic growth. Collaborative and proactive, with excellent communication and project management skills, and a passion for creating impactful digital experiences.

Education

- Certified Digital Marketing Professional (DMI, 2019)
- St Mary's University, Twickenham: MA in Gothic: Culture, Subculture and Counterculture, English · (2016 - 2017) · Distinction
- Oxford Brookes University: Bachelor of Arts (BA), English · (2012 - 2015) · Upper Second Class Honours

Experience

- **Author at Screen Rant (July 2024 — Present)**
 - Authored high-quality, analytical, and engaging articles for a global website, incorporating SEO principles to maximise organic reach and audience engagement.

- **Content Marketing Executive at Shoestring Digital (March 2021 — Present)**
 - Managed and created blog, newsletter, and social media content for diverse clients, demonstrating adaptability in tone and platform while adhering to brand guidelines.
- **Content & Communications Assistant at Pact Coffee (2023)**
 - Developed compelling product page copywriting, engaging newsletter content, and effective CRM and social media copy, contributing to website conversions and customer engagement.
 - Contributed to improving copy quality across all digital channels, ensuring brand consistency and adherence to best practices.
- **CS & Marketing Executive at Readable (2018 — 2022)**
 - Contributed to a complete SEO overhaul of the website, significantly improving organic visibility and user experience.
 - Conducted in-depth audience research to inform content strategy and enhance website engagement and conversion rates.
 - Created and managed a wealth of grammar and help desk resources for the website, improving user experience and demonstrating content management skills.
 - Planned, wrote, and edited blog and newsletter content, contributing to website traffic and lead generation.
- **Earlier Roles:**
 - **Park Cameras Ltd (Sales Order Processor):** Demonstrated strong organisational skills and attention to detail in managing data and workflows, ensuring accuracy and efficiency.
 - **Blackwell's Bookshops (Bookseller):** Authored blog content and managed the branch's Twitter, demonstrating early experience in digital content creation and audience engagement.
 - **Victorian Secrets Limited (Volunteer Proof-reader):** Provided detailed proofreading and editorial feedback, contributing to the quality of published work and demonstrating a strong eye for detail.