

JENNIFER WELSFORD

London, England | jwelsfordcreative@gmail.com

ABOUT ME

I am a self-motivated and vigilant copywriter and editor with skills across the marketing profession, including video production, social media strategy, branding, and design. I have an excellent level of verbal and written communication and enjoy taking full ownership of projects as well as working collaboratively to create informative and professional content for both digital and print media. I am also a keen jazz musician.

EDUCATION

2014-2017 | University of East Anglia

BA English Literature (Hons) - 2:1

2012-2014 | Southend High School for Girls

4 x A levels – English Literature (A), French (A),

Psychology (B), General Studies (A*), EPQ (A)

1 x AS level – Media (A)

2007-2012 | Southend High School for Girls

12 x GCSEs – A*-A

1 x AS level – World Development (A)

KEY ACHIEVEMENTS

- Achieving 35% follower growth and 8% engagement rate over past year for the GoodShape LinkedIn account
- Playing a key role in an ongoing company rebranding project (spanning 4 brands) with senior stakeholders
- Creating and nurturing an now award-nominated B2B YouTube channel (50k+ views and 80% gross profit in its first year)
- Managing the shooting of 20 videos over two days with industry-leading vendors at one of the biggest AV events in the UK
- Managing the creation, marketing and execution of a collaborative uni arts festival for student societies and businesses
- Performing with voice and piano for the past 8+ years, and recently self-writing and producing my debut single

EXPERIENCE

2024 - present Content Marketing Consultant | Freelance

2022 - 2023 Content Manager | GoodShape

Officially promoted from Content Producer to Content Manager in June 2023 but have been delivering a similar role since joining in 2022.

- Managing and delivering content strategy across digital and print media, including blog/website content, video, social media and PR, longform whitepapers/reports, client communications, and event presentations
- Primary designer within organisation, including protecting and building upon visual brand identity and creating assets for all platforms and audiences (internal and external)
- Liaising with third parties on campaign strategy and delivery (PR, video production, ABM)
- Key role in internal Comms team, working closely with Chief People Officer to develop a newsletter, content strategy and internal brand identity to improve culture

2019 - 2022 Content Executive | La Fosse Associates

- Conducting and compiling brand research for four companies/functions across the group (including surveys, interviews, competitor analyses and brand positioning) before presenting and discussing in workshops with senior leadership as part of an ongoing rebrand project
- Managing end-to-end social media output (strategy, execution and reporting)
- Maintaining and writing web content (full websites, updates and refreshes)
- Writing and editing a range of copy, including blogs, emails, interviews and event write-ups, pitch decks, whitepapers, press releases and other collateral
- Compiling and managing awards submissions (shortlisted for ~90% of entries)
- Maintaining partner and external supplier relations
- Design support (posters, invites, banners, social and other assets)

Sep - Oct 2019 Marketing Consultant | Crikle

- Assisting company with marketing strategy in preparation for product launch
- Managing website content, email automation, social media and other assets

- Jul - Sep 2019 Marketing Executive | ResponseIQ**
- Researching, creating and pitching a comprehensive digital marketing strategy
 - Managing and developing website and email campaign content
 - Working alongside the Design team to write and build rebranded website
 - Writing and maintaining case studies and testimonials
- 2017 - 2019 Digital Content Executive | Midwich**
- Briefing and managing the delivery of quarterly plans for over 30 key AV vendors, including Samsung, NEC & LG
 - Creating and managing blogs, marketing emails, social media content (paid and organic campaigns), product guides and catalogues (printed and digital), online portals, press releases and more
 - Writing, filming and producing content for award-nominated YouTube channel
 - SEO and keyword research for YouTube and web pages
 - Comprehensive ROI and performance reporting
- Summer 2017 Marketing Assistant | High Altitude**
- Creating and managing website, social media and email content
 - Improving branding to increase social media presence and engagement
- 2016 - 2017 Marketing Assistant | UEA Students' Union**
- Finding and liaising with third-party traders
 - Creating and managing website, social media and print content
- 2015 - 2017 Secretary | UEA Live Music Society (voluntary)**
- Working within a small, student-run team to provide student gig opportunities
 - Organising and managing 50+ events, including a new collaborative arts festival
- 2014 - 2017 Student Guide | University of East Anglia**
- Summer 2016 Logistics Temp | ALPI**
- 2014 - 2016 Recruitment Officer/Volunteer at Norwich Nightline (voluntary)**
- Providing overnight peer-support to students (telephone, IM, face-to-face)
 - Assisting in committee decisions on policy, welfare, marketing, etc.
 - Processing ~100 applications and running two comprehensive training weekends
- 2012 - 2015 Waitress | Grand Central Basildon**

OTHER SKILLS AND INTERESTS

- Full, clean UK driving license (10 years)
- Skilled user of Microsoft Office, HubSpot, Photoshop, various CMS platforms
- Proficient in design (Canva expert, currently learning Adobe Illustrator)
- Occasional freelance copywriting work
- Completed SEO and copywriting courses
- Management of events, teams and committees
- Bronze Duke of Edinburgh award
- Grade 5 Popular Music singing qualification and self-taught piano and guitar
- I love... nature, photography, music, cooking and crafting

REFERENCES

Terry Osborne
Marketing Director | GoodShape
07725 442285 | terryaosborne@btinternet.com

Chris Burman-Fourie
Business Development & Commercial Director | GoodShape
07703 041106 | chrisburman@live.com