

Phoebe Ollerearnshaw

Professional Summary

High-performing digital/content marketer with refined skills in social media content and impressive portfolio of accomplishments spanning eight years. Outgoing, hands-on professional with an aptitude for brand building via B2B/B2C content curation. Previous journalistic experience and history of writing for global audiences. Deep understanding of various social media platforms and the different approaches required to garner high engagement - with a data-first approach to strategy and planning. Calm and productive under pressure, comfortable meeting changing priorities in fast-paced environments.

Work History

Freelance - Career Break

Remote

09/2023 - Current

- Took a career break to follow personal pursuits that included travel and research for a novel.
- Meanwhile, consulted on freelance basis for marketing and editorial activities across email, web, print, digital, paid advertising.

William Reed - Global Events Marketing Manager

London

11/2022 - 09/2023

- Planned and implemented effective, targeted, integrated marketing campaigns for World Retail Congress' programme to drive customer numbers and enrich their relationship with brand.
- Worked across full suite of marketing channels including social media, email marketing, websites, paid media, partnerships etc.
- Project managed marketing team through creation of best-in-class assets and marketing collateral including digital, print and video.
- Planned and orchestrated social media campaign that harnessed world renowned speaker clips, thoughtful partnerships and gripping show reels to promote World Retail Congress Event. 23% rise in LinkedIn engagement, 12% increase in Instagram followers in 6 month period.
- Briefed internal designers and external service providers to rebrand event, which involved website re-design, updated logo/style guide, enhanced graphics for social media usage.
- Established and executed comprehensive data and segmentation strategies to maximise C-suite attendee sales, ensured total

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Skills

- Social media content
- Social media marketing
- Copywriting
- Creative storytelling
- Data and analytics
- Brand and tone of voice curation
- SEO and UX strategy
- Community building

Education

The University of Manchester

Manchester

Bachelor of Arts: English Language & Screen Studies - 2:1 (Hons)

References

References available upon request.

Personal Interests & Achievements

- Key organiser of London's Friendly Book Club since 2021.
- Hiked the La Res trail that leads to the historic site of Machu Picchu in Peru, reaching heights of over 4,500 meters.
- Gained advanced PADI scuba diving certificate, completed expedition inside SS Thistlegorm shipwreck.

audience was reached with right messaging.

- Worked closely with sales and production teams, with a particular focus on international attendee strategy and on-site organisation.
- Event garnered best IPS score in 10 years due to positive feedback on marketing content, brand relatability and overall experience.

Informa Markets - Marketing Executive

London

03/2020 - 10/2022

- Key member of marketing team that garnered AEO Award for Best Marketing Campaign 2022 for Informa Markets: Decorex, solely authored the submission.
- In charge of social media, email marketing, paid and media partnerships, and video strategy for three events in design portfolio.
- Crafted yearly social and email marketing plan, executed in line with agreed campaign objectives and timelines.
- Headed up team's omni-channel content strategy - maintained brand tone of voice across each platform.
- Utilised UX techniques to improve customer journey and overall usability of website, which saw 17% increase in user time-on-site.
- Led the creation of digital campaigns, resulting in significant audience engagement.
- Proposed fruitful partnerships with notable design establishments such as The English Home and Colour Institute, which involved significant social planning. All posts performed well across channels.
- In charge of bringing Pinterest into portfolio's roster of social channels, presented roadmap for team to build this community. 6 month progress was promising and senior execs impressed with efficacy of platform's steady growth.
- Managed two junior colleagues, delegated their tasks, shared feedback and ensured projects were completed to highest standard.

Maia Films - PR & Marketing Executive

London

07/2019 - 02/2020

- Created and implemented digital marketing strategies for brands under Kennington Creative Group umbrella.
- Authored social media posts and maintained platforms, which saw 8% rise in followers and significant boost in engagement.

Diffusion PR - Associate Campaign Executive

London

09/2018 - 06/2019

- Drafted press releases, media alerts, lifestyle features and opinion articles for clients including Primark, Stansted Airport and Hilton.

Damson Media - Feature Writer / Editorial Assistant

London

02/2017 - 09/2018

- Authored in-depth features for seven magazines titles - in print and online.

- Completed Royal Parks Half Marathon; intend to complete full marathon in next 2 years.
- Volunteered as a mentor for charity Mencap's summer programme, providing activities and care for children with learning disabilities.
- Interests include reading, scuba diving, travel, cooking and cinematography.

- Conducted interviews with high profile interviewees, converted the conversations into compelling article content.
- Regularly fulfilled copywriting tasks, drafted promotional content, co-wrote adverts and managed email marketing creation/sends.
- Employed SEO techniques to boost website traffic and engagement.

The Longest Stay - Creative Content Internship

London

07/2016 - 11/2016

- Developed significant areas of content on website and for company's online magazine writing recipe, travel and stylist interview articles.