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Phoebe Ollerearnshaw

Professional Summary

High-performing marketer and content manager with impressive portfolio of accomplishments, spanning eight years. Outgoing, hands-on professional with an aptitude for brand building via B2B/B2C content curation. Experience of overseeing creative projects from start to finish that always hit the brief and are in line with company standards, whilst keeping to tight deadlines. Possessing strong creativity to deliver unique copy, meticulous budgetary adherence and in-depth knowledge of what makes a competitive campaign.

Work History

Self Employed - Freelance Copywriter and Marketing Consultant

London

09/2023 - Current

- Consulted clients on freelance basis, aided with various projects including brand activation, product launches, prospect client pitches, website reworks, content strategy.
- Advised clients on optimum mix of products and distribution channels for greatest success.
- Leveraged market and competitor data to identify market opportunities and gaps.
- Conceptualised impactful messaging to communicate brand stories and values.
- Conducted A/B testing on copy variations to optimise messaging effectiveness.
- Edited and proofread copy for accuracy, consistency and adherence to brand guidelines.
- Provided insights and recommendations for copy improvements based on data and analytics.

William Reed - Global Events Marketing Manager (FTC)

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 teams through creation of suite of marketing collateral, including digital, print and video assets.
- Actively monitored brand identity and tone of voice by curating copy and briefing collateral into internal design teams and/ or external

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Skills

- Copywriting
- Feature writing
- Brand and tone of voice curation
- SEO and UX strategy
- Content marketing
- Proofreading
- Project management
- Creativity and innovation

Education

09/2010 - 08/2014

The University of Manchester

United Kingdom

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

Personal Interests & Achievements

- Hiked the La Res trail that leads to the historic site of Machu Picchu in Peru, reaching heights of over 4,500 meters.
- Volunteered as a mentor for charity Mencap's summer programme, providing activities and care for children with learning disabilities.
- Gained advanced PADI scuba diving certificate.
- Interests include reading, scuba diving, travel, cooking and cinematography.

service providers. Engagement on digital content saw 13% up turn after brand style revamp.

- Garnered best IPS score in 10 years due to positive feedback on marketing content, brand relatability and overall experience.
- Created comprehensive data and segmentation strategies to ensure total audience was reached with right messaging.

Informa Markets - Marketing Executive

London

03/2020 - 10/2022

- Key member of four-person team that garnered AEO Award for Best Marketing Campaign 2022 for Informa Markets: Decorex.
- In charge of email marketing, social media, paid and media partnerships, and video strategy for design portfolio.
- Managed and supported two junior colleagues; delegated their tasks and ensured projects were being completed to highest standard.
- 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 average 11% increase in user time-on-site.

Maia Films - PR & Marketing Executive

London

07/2019 - 02/2020

- Created and implemented digital marketing strategies for brands under Kennington Creative Group umbrella: Maia Films, Fortemus Films and Kennington Film Studio.
- 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.
- 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.

References

Available upon request.