

EXPERIENCE

Community Manager at Frolo (January 2020 - present)

Frolo is an app and community for single parents. My role is incredibly varied and I manage many different areas of the business - from reaching new users to working with our Product team to create new features for the app. I am responsible for digital content strategy across the app, blog, email newsletter, and all social media channels, including Instagram, Facebook, Twitter, YouTube and Pinterest. I collaborated with an external design team to build the blog and email newsletter from scratch and am comfortable with agile project management, having worked with our Product manager and team of developers on multiple app update sprints. I have managed several projects, including a campaign to reach new single parent audiences via digital and offline channels that led to a 22% increase in the app's user-base, and an influencer campaign to reach new single parent audiences. As well as planning and creating all of our digital content, I am also the main point of contact for the community and am directly accountable to our most important stakeholders - the 10,000+ single parents who use the app. I lead on community moderation, technical support queries, and use analytics data and user feedback to ensure that the Frolo app provides the best possible user experience.

Deputy Editor at Mumsnet (August 2019 – January 2020)

Following my time coordinating E-Commerce content, I was promoted to Deputy Editor of the Content team, overseeing all content channels at Mumsnet, line-managing three junior editors, and coordinating several freelancers. I scaled up the content strategy and creation process that I set in place in my previous role in order to accommodate more editors and a more demanding content output. I also managed a content partnership with Amazon, reporting monthly on KPIs and balancing the needs of internal and external stakeholders. As well as planning and delivering a variety of commercial, editorial, social, and newsletter content, I worked on projects to increase the number of hours spent on site, improve the conversion rate of our E-Commerce content, and empower all of our editors to confidently implement on-page SEO best practice. I also collaborated with our Product team on user experience updates to the CMS and on a native advertising campaign to grow our email database.

Lead E-Commerce Editor at Mumsnet (April 2018 – August 2019)

I was responsible for the creation of all E-Commerce content at Mumsnet. I determined our search-engine optimisation (SEO) and content strategies, wrote articles myself, directed the workflow of internal editors and freelancers, and sub-edited all E-Commerce articles and email newsletters. I developed and refined a formula for determining the value of a keyword, a content creation process, and an editorial calendar that were adopted as best practice across the business. I engaged directly with our community in the forums, testing new content formats, adding value to their experience, and responding to their feedback. I also worked with other teams within the business, contributing my editorial skills and intimate knowledge of our users to a variety of projects - from developing the highest converting custom ad placements to overhauling the design of our email newsletters.

E-Commerce Content Editor at Mumsnet (July 2017 – April 2018)

I scheduled and produced high quality, data-driven E-Commerce content that reflects the Mumsnet tone and values – often to tight deadlines. As well as working with commercial clients to produce SEO-optimised articles, I produced organic content and optimised existing pages on-site, managing my own workflow and using keyword research and user data to justify my decisions. In addition to the articles I produced for the website, I was responsible for two email newsletters which went out weekly to over 189,000 subscribers and I drove an 8% increase in average open rate year on year.

Press and Campaigns Intern at Mumsnet (March 2017 – July 2017)

I monitored our busy inbox, tracked and followed up on press coverage, managed the Mumsnet Twitter account – growing our followers by 5,000 – sent press releases, organised interviews with journalists and drafted comments from our CEO, Justine Roberts. I assisted at the interviews of guests such as Nick Clegg, Robert Webb, and Jeremy Corbyn. I facilitated the launch of the Mumsnet Better Postnatal Care Campaign and supported our Events team with the organisation of Mumstock 2017, a conference about marketing to parents.

EDUCATION**University of Cambridge, Queens' College** (Graduated June 2016)

BA(Hons) Cantab: English Literature - 2:i

Loreto College St Albans

A Levels: English Literature - A*; Latin - A; French - B

EXTRA-CURRICULAR PROJECTS

- In my final year at Queens' College, I revived and edited the literary and arts magazine, The Dial, which had fallen out of publication
- As the vice-president of Queens' College Charities Committee 2015-16, I managed a team of fundraisers, organised events attended by hundreds of people, and collaborated with the RAG fundraising campaign
- I ran sexual consent workshops for freshers at my College
- I campaigned successfully for Queens' to become the first Oxbridge college to be an accredited living wage employer