



Search and Content Strategist with 9 years of experience leading impactful digital campaigns. Proven ability to architect and manage AI-driven strategies, and have increased organic traffic 12x, turning SEO into the largest driver of business growth. Adept at technical and content SEO audits, content optimisation, and original creative that drives discoverability and brand memorability. Able to translate complex data into actionable recommendations, and find behavioural and topical patterns and turn them into strategic insights. Experience spans agency work with brands of all sizes, as well as within startups, across brand positioning, content strategy and production, with a throughline of delivering content that achieves long-term organic reach.

Professional Experience

SEO & Content Strategist

Bottle | Digital PR Agency
Sep 2023 - Present

- Leading technical and content SEO strategy across a diverse client portfolio.
- Conducting comprehensive site audits covering crawlability, site architecture and structured data implementation.
- Architected and now manage GEO (AI search) strategy for prominent clients including Nationwide.
- Orchestrating the simultaneous management of multiple distinct brands.
- Translating complex site audit findings into commercial recommendations.
- Turning content opportunities into storytelling moments that resonate across earned media and social media platforms.

Content Strategy Manager

Publicis Media
Feb 2023 - Sep 2023

- Operated at the intersection of creative and media across Influencers, Media Partnerships, Social and Web/Search to plan, make and measure content for global brands including Disney, COTY, HSBC, Essity, Sephora, Kering and Nestlé.
- Shaped strategic responses to client briefs, drove ideation processes, informed future activations, developed compelling business pitches, and managed retainer client work.

Senior Content Manager

Formerly **SEO & Content Manager**
Fanbytes (now part of Brainlabs)
Sep 2021 – Jan 2023

- Directed SEO & content initiatives for the Fanbytes brand.
- Managed a team responsible for developing a comprehensive calendar aligned with broader marketing objectives and client relations.
- Authored flagship content assets, including industry reports and practical guides.
- Developed content to support a full-funnel marketing strategy, notably producing a B2B newsletter that attracted over 3,000 subscribers.
- Achieved a 12x increase in organic traffic, establishing organic search as the primary lead generation channel for the business.

Content & Community Lead

FINDS
Jul 2020 - Sep 2021

- Pioneered market research and played an instrumental role in the ideation and concept development of the FINDS video marketplace app.
- Developed UX wireframes, collaborated closely with a design studio on UI and branding, and generated original visual creative and copy for all user touchpoints.
- Founded a community of engaged users pre-launch and developed a content program to support and coach fashion sellers.

SEO & Ghost Content Writer

KYO Content
Apr 2020 - Apr 2021 (Part-time)

- Authored scaled content projects for companies, including banking app Revolut, men's health brand Manual, motherhood app Peanut, alongside SaaS and sustainable product startups.
- Produced search-optimised blog articles, white papers, research pieces, landing pages, web copy, and ghostwrote thought leadership pieces.

Head of Content

Formerly **Digital Content Manager**
Shoppup
May 2017 - Jul 2020

- Presided over content strategy for a fashion e-commerce app spanning hundreds of fashion brands, across in-app content, social media, website, and CRM.
- Cultivated technical SEO proficiency in managing large-scale, dynamic product catalogues, alongside ASO (App Store Optimisation).
- Partnered directly with developers to improve product discoverability and the app's 'Find Similar' feature.
- Presented investor pitches and achieved a successful fundraising round.

Education

Fashion Media | Condé Nast College of Fashion & Design | 2015 (Honours)
Bachelor of Arts (English) | University of Nottingham | 2013 (2:1)
A Levels | Rugby School | 2010 (Art A*, English Literature A*, Biology A)

Teaching Experience

Oxford College of Marketing
Aug - Sep 2025

- Designed and taught a course in UGC Content Strategies across social media, Reddit and SEO to Postgrad students and professional marketers

Skills

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|---|---------------------------|--------------------------|
| • Content Strategy | • Social Media Management | • Google Analytics |
| • SEO + GEO (AI), including technical SEO | • Digital Advertising | • Google Search Console |
| • Content Optimisation | • Email Marketing | • Ahrefs, SEMrush |
| • Copywriting & Copyediting | • Influencer Marketing | • HubSpot, Mailchimp |
| • UX Writing & In-App Copy | • Team Leadership | • Microsoft Office Suite |
| • UX Wireframes | • Public Speaking | • Adobe Creative Suite |