

Phone: (+44) 7471 903 619  
Email: jem.leslie92@gmail.com  
LinkedIn.com/jem-leslie

# JEM LESLIE

## DIGITAL CONTENT MARKETER

### SKILLS

SEO Strategy	Graphic Design
SEO Content Optimisation	Video Animation
Content Strategy	Video Editing
Copywriting	UX Wireframes
Copyediting	Web Design
Community Development	App Design
Social Media Management	Market Research
Digital Ads	Investment Decks
Email Marketing	Investor Pitches
Influencer Marketing	
Events	
Microsoft Office Software	Adobe Suite:
Google Analytics	- Photoshop
AHrefs, SEMrush	- InDesign
Invision	- Illustrator
Mailchimp	- After Effects
HubSpot	- XD

### EDUCATION

#### Condé Nast College of Fashion & Design

2015  
Fashion Media Certificate; honours

#### University of Nottingham

2013  
Bachelor of Arts (English) 2:1

#### Rugby School

2010  
A-levels Art A\* English Literature A\*

### EARLIER WORK

Assistant & Project Coordinator  
**Fashion in Conversation with Kinvara Balfour**

2016  
Press Intern (6 months)  
**Condé Nast International**

Fashion Intern  
**The Sunday Times Style Magazine**  
2015 - 2016

Fashion & Features Intern  
**Condé Nast Brides**  
2015

Features Intern  
**Harper's Bazaar**  
2015

PR Intern  
**Gabrielle Shaw Communications**  
2014

Digital content marketing professional with 7 years' experience across all areas of social media, web and mobile apps, including SEO content strategy. My experience in startups has given me unique insight and first-hand experience of new business creation and a wide skill set that pertains to all areas of content marketing as well as market research, UX, design and investor relations.

Passionate about understanding user mindsets and creating unique, inspiring experiences.  
[www.jemlesliedigital.com](http://www.jemlesliedigital.com)

### PROFESSIONAL EXPERIENCE

#### Content Strategy Manager Publicis

Feb 23 - Present

Strategy and Consulting operates at the intersection of creative and media in Publicis across Influencers, Media Partnerships, Social Media and Websites / Search Optimisation. Responsible for planning, making and measuring digital content for brands including **Disney+**, **HSBC**, **Essity**, **H&M** and **NEOM**. Capturing insights and using these for ideation in campaigns, always-on content and all aspects of content strategy, including operations, playbooks and asset delivery.

#### Senior Content Manager (Previously SEO & Content Manager) Fanbytes by Brainlabs

Sep 21 - Feb 23

Responsible for SEO & Content for the Fanbytes brand. Managed a team of copywriters, created a comprehensive content calendar that integrates with wider marketing and client relations. Created hero content including reports and guides. Provided content for branded events and executed a full-funnel marketing strategy, including a B2B newsletter with over 3,000 subscribers. Increased organic traffic by 12x; turned organic search into the largest single lead driver for the business, bringing in clients such as **Adidas**, **UNIDAYS** and **Back Market**.

#### Content & Community Lead FINDS

Aug 20 - Sep 21

Instrumental in the concept development of the FINDS app. Conducted market and user research amongst Gen Z thought leaders, developed UX wireframes and liaised with a design studio on app UI, created original visual creative and copy for all touch points, founded a community of engaged users and developed a content program to coach fashion resellers and fashion influencers in hosting social commerce livestreams.

#### SEO & Ghost Content Writer KYO Content

Apr 20 - Apr 21 (part time)

Wrote in multiple scaled content projects for companies including banking app **Revolut**, sustainable B2B company **Tembo**, men's health startup **Manual** and motherhood app **Peanut**. Wrote SEO blog articles, white papers, research articles, landing pages and other web copy, and ghostwrote for founders.

#### Head of Content (Previously Digital Content Manager) Shopupp

May 17 - Jul 20

Following a fundraising round where I pitched successfully to investors, Shopupp launched its new fashion app in late 2019. Liaised with developers and designers to conceptualise and realise the design of the app and admin tool. Responsible for entire content strategy and all content across the app, social, CRM, web and marketing material. Developed a house style alongside a comprehensive content calendar that reflected the app's USP.

#### Editorial Coordinator Atterley

Dec 16 - May 17

Atterley re-launched as an online marketplace for independent fashion boutiques in January 2017. I created copy and imagery across all touch points to communicate this new identity while nurturing the Atterley brand's existing audience. Created edits, wrote features, created product copy, developed social media and marketing email campaigns. Led a fashion influencer ambassador program and implemented a tiered CRM program.