
John Simpson

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Overview

- Versatile marketer with exp.in copywriting, social media, content marketing & video
- Knack for producing sparkling copy, tailored to drive conversions and strengthen SEO
- Degree in BA Journalism with English - based in Kearsley, Bolton

Key skills

- Track record in **building social media reach** and engagement.
- **Engaging content** production based on original, intriguing ideas.
- Knack for tackling complicated topics and presenting them in **plain English** to media & public.
- Excellent **proofreading** skills with a sharp eye for errors, inaccuracies and inconsistencies.
- Great experience with Social **Analytics** and **Adobe Premiere Pro**, Photoshop, and InDesign.

Experience

Love Energy Savings, Bolton - *PR & Outreach Strategist*

March 2023 - Present

- Building relationships with journalists to secured coverage and links in [TechRadar](#), [The Express](#), [The Times](#), and [Ideal Home](#).
- Strengthening the company's search rankings with quality content and page audits.
- Revising LES' social media strategy to build customer confidence and attract top talent.

AO, Bolton - *Social Media Executive*

November 2021 - March 2023

- I lead social media for AO's recruitment-focused platforms.
- Boosted [AO's LinkedIn page views and clicks by 1,400%](#) and followers by 17% in 2022.
- I oversaw the whole content journey for the @AOJobs [LinkedIn](#), [Instagram](#), [TikTok](#), & [Facebook](#) channels, including planning, production, scheduling and reporting.
- I wrote blogs and maintained copy for ao-jobs.com. Also overhauled AO's candidate communications, so all emails reflected the brand's values and fun tone of voice.

FI Real Estate Management, Chorley - *Content Marketing Executive*

January 2021 - November 2021

- Lead on editorial content, promoting more than 60 UK-based industrial, retail, office and leisure properties with the aim of generating leads.

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- I planned and produced editorial blogs and played a leading part in formulating social media campaigns, video scripts, executed email marketing strategies, and optimised property descriptions to maximise their appeal using Wordpress and Hubspot.
 - I wrote copy and directed design for the company's eBooks [1] [2], with the aim of letting out vacant office & industrial space - a critical issue as UK lockdown restrictions eased.
 - I played a major part in launching [FigFlex](#) - the company's new flexible workspace product. I directed the tone of voice and produced all promotional copy (website, email, social, blogs, eBooks), liaising with product owners and directors to enhance the product, and reacting quickly to overcome unforeseen practical obstacles.

Travel Counsellors, Trafford - *Content Lead*

January 2019 - October 2020

- Here, I played a leading role in producing editorial content as the company posted its biggest ever sales year, surpassing £650m for 2019.
- Created copy for some of the company's most popular pages.
- Overhauled the company's newsletter strategy, resulting in a 20% jump in email open rates.
- Managed stakeholders and led projects to enhance existing services, including a well-received initiative to introduce digital itineraries, sparking 10,000 downloads in 2 months.
- Maintained the company's internal CMS, ensuring accuracy of all hotel content whilst promoting the product's finer points. Consequently, the proportion of leisure travel itineraries created through the system rose to an all-time-high.

Axon Media, Manchester - *Content Editor*

June 2016 - December 2018

- Boosted search rankings and provoked social media engagement for clients with engaging, shareable editorial.
- Liaised with clients daily to pitch editorial topics and agree upcoming content schedules.
- Prepared successful client pitches and outlined inspiring content plans.
- Infographics: Stripped down bulky sources to identify and develop compelling narratives.
- Proofread, sub-edited, sourced images and uploaded content from across the team.

Leasing.com, Stockport - *Senior Content Editor*

February 2011 - April 2016

- More than 4,000 reviews and news blogs written and published, helping push the website to the first page of Google for targeted search terms.
- Played a key role in growing the website's Facebook followers from around 2,000 to more than 40,000 in three months using paid social media.
- Managed a team of freelancers, commissioned and subbed content for 100s of articles.
- Spearheaded the introduction of an 'update culture', where existing content with page equity would be refreshed with new information to strengthen macro content.