Sally Wijers

Creative and highly motivated Content Strategist with over half a decade of marketing and copywriting experience.

Professional Experience

Accenture Song, Birmingham — *Content Strategist*

May 2019 - PRESENT

Involved from start to finish in the delivery of JLR's digital experience. Providing content strategy and copy for product pages, tease campaigns and guides. Working closely with clients, project managers and UX designers.

Key responsibilities: **Copywriting**, overseeing junior team members, ensuring style and TOV guides are kept up to date and are adhered to

Connect Ltd, Birmingham — *International Marketing Executive*

January 2018 - May 2019

Focus on increasing traffic, revenue and conversion rates for various international markets including the US and France. Promoting our sites and products through various channels on a daily basis. Running regular analyses to optimise our offers, pricing and website.

Key responsibilities: **Maintaining Google Shopping feeds**, market and competitor analysis, use of affiliate marketing systems, **PPC marketing**, customer journey analysis and optimisation, **SEO**

The Upcoming, London — *Contributing Writer*

June 2015 - January 2023

Writing fashion, beauty and lifestyle blogs for The Upcoming, a daily online magazine.

Key responsibilities: Working towards **deadlines**, creating enticing content, **sourcing images**

Mobile Fun, Birmingham — *eCommerce Marketing Assistant*

April 2016 - December 2017

Overseeing online marketing efforts for Mobile Fun's English language websites as part of the international marketing team. Maintaining relationships with social influencers and ensuring websites are kept up to date. Responsible for setting up a new brand website, creating brand awareness strategies and carrying out social media marketing.

Key responsibilities: **Link building**, email marketing, **social media management**, Google analytics, copywriting

IT

Google Marketing Tools
Analytics, Merchant Centre, Ads

Photoshop
Editing for social media and product imagery

CMS
Magento 2 website management, WordPress, Custom systems

Google and Windows Suites
Docs, Word, Excel and Sheets

Marketing Systems
Yieldify, Mailchimp, Tableau, Hootsuite, Later, BuzzStream

SEO
SEMrush, BrightEdge (certified), MOZ, basic HTML, link building

Certificates

ImperialBusinessX
Data Analysis Essentials

Languages

Native Dutch speaker, highly fluent in English, basic French and German

J. van Zanten, Birmingham — *Visual Merchandiser*

September 2015 - July 2016

Working in-store to keep displays visually pleasing and communicating with head office on a weekly basis to ensure stock is sufficient and up to date.

Key responsibilities: **Translating web content** and emails, working independently

Marmadukes Town House Hotel, York — *Receptionist*

January 2015 - June 2015

Acting as the first point of contact for guests and tending to their needs as they arise, dealing with customer enquiries and handling bookings by phone and email, balancing tills and delivering quality customer service.

Key responsibilities: general **reception and administrative duties**, tending the bar, cash handling, using specialist software

Sustrans, Cambridge — *Assistant Team Leader*

April 2014 - September 2014

Working part-time raising awareness and funds for charity organisation Sustrans, signing up new members and ensuring people walk away with a positive experience.

Key responsibilities: Conducting **job interviews**, training new fundraisers, interacting with the public, handling direct debit forms in a secure manner

Academic Qualifications

Anglia Ruskin University, Cambridge — *MA Creative Writing (Merit)*

September 2012 - February 2014

University College Roosevelt, Middelburg (The Netherlands) — *BA Liberal Arts and Sciences, GPA 3.43 (Hons)*

September 2009 - June 2012

Majored in Philosophy and Theatre and Media Studies with a minor in Rhetoric and Argumentation.

References available on request