

Sam Jeans

Content Manager and Writer

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STATEMENT

Written content has both tactile, evocative and technical features. Subject matter, tone, delivery, spelling, and grammar combine to create impactful and memorable content, no matter the subject, industry, topic or niche.

I aim to navigate these features, creating compelling content that is creative, original and non-derivative while delivering on SEO and marketing KPIs. My content writing and management skills have helped clients communicate their ideas, products and personalities with new and existing audiences, increasing their online and offline presence and performance.

I've worked with a diverse array of brands, businesses, organisations and individuals in both commercial and non-profit settings. I am now seeking long-term positions to further my experience and professional development as part of a team.

WORK HISTORY

CONTENT MANAGER AND WRITER - Freelance - January 2015 - Present

I have produced and managed content for local and international businesses, established brands and start-ups, helping them successfully raise their online presence and connect to more individuals, clients and customers. Many articles are backlinked by authority sites within their niche/topic. I also successfully manage social media campaigns and have been instrumental in rebranding and design projects.

Notable Clients (Updated September 2022):

- **Bird Fact**: Retained writer for high-traffic bird fact website and encyclopedia.
- **Gripped**: Freelance writer for B2B clients in the cyber security, intelligence, voice analytics and logistics industries.
- **Just Understanding Data**: Content manager for data science consultancy website.
- **Aya Data**: Content manager for machine learning, artificial intelligence and data labelling startup.
- **Lime Creations**: Managing WordPress blogs, press releases and social media for five eCommerce sites.
- **Royal Mint**: Writing email campaigns for coin and medal releases.

SCRIPT WRITER - BeAmazed - December 2018 - July 2019

BeAmazed is a YouTube channel with some 7.5 million subscribers in 2020. I produced approximately 10 to 15 scripts on various topics relating to science and engineering. Some of these have received over 2 to 3 million views to date.

WRITER - Enigma Marketing - April 2017 - May 2018

Working primarily with Enigma Marketing's client Vidioh, a video-in-print company that works with clients such as Hitachi, Heineken and Symantec. Alongside the marketing team, I produced long-form blog posts and guest posts to assist with their online marketing campaigns. This helped them increase their organic audience and receive backlinks from authority sites.

CONTENT MANAGER - Creatella - April 2016 - December 2018

Creatella, a venture builder/startup accelerator, required a regular writer to produce content and press releases for their flagship project Bilingua, a language learning app. I managed all content for two years, helping them increase organic traffic.

EDUCATION

Birkbeck University London, London — MSc International Development and Social Anthropology - Merit.

Graduated October 2019. Skills: Qualitative research, academic and technical writing, critical analysis, literature reviews.

Bucks New University, High Wycombe — BA Audio and Music Production - 2:1.

Graduated June 2016. Skills: Sound design, audio mixing and mastering.

Software/SaaS/CMS: WordPress, Webflow, Pro Tools, Final Cut.

Upwork Profile: <https://www.upwork.com/freelancers/~017a73eb5d77fcd44c>

REFERENCES AND FEEDBACK AVAILABLE ON REQUEST
