



RUBY NORRIS

I am a resourceful and enthusiastic digital editor with experience growing search and social traffic for a number of online brands. I am seeking a new challenge in a fast-paced, creative and digital-focused environment.

CONTACT

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EDUCATION

University of Bath

2012 - 2016

BA(Hons) Modern Languages and
European Studies (French and ab
initio Italian)

Highworth Grammar School

2005 – 2012

A Level: English Literature,
French, History, Government &
Politics

SKILLS

- SEO
- Google Analytics
- SEMrush reporting
- Social media management
- Video editing
- Photoshop
- Podcasting
- Radio guest speaker
- Broadcast Awards judge
- Celebrity interviews
- French and Italian

EMPLOYMENT

Chelsea Magazine Company

September 2019 - Present

Digital Editor – Wedding Ideas, Baby Magazine, Little London, Cruise International

- Create, commission and edit compelling digital content
- Manage team of writers and contributors
- Ideate and oversee multi-platform commercial campaigns
- Generate traffic reports and audience insights to support sales and editorial teams
- Advise editors of other titles on SEO and Keyword strategies
- Improved organic traffic and SERP positions across the portfolio
- Increased digital revenue with affiliate and native content programmes
- Achieved consistent MoM and YoY growth across the portfolio in 2020
- Responsible for new lead generation data strategy

January 2019 – September 2019

Digital Content Producer – Wedding Ideas, Baby Magazine, Little London

- Created original, engaging and informative digital and social content
- Applied in-depth SEO knowledge to improve search visibility across all brands and increase users by >50 % year-on-year for Baby and Little London

Bauer Media

October 2018 – January 2019

Audience Development Executive – heat, Grazia, Closer, Empire, Mother & Baby

- Built traffic reports using Google Analytics and Data Studio and set traffic targets for digital brands
- Consistently grew UK month-on-month traffic across the portfolio
- Used insight tools such as SEMrush to generate keyword and position tracking reports
- Secured multiple number 1 rankings and first page SERP positions
- Spotted trending search terms to pitch content opportunities to editors

September 2016 – October 2018

Digital Writer - heatworld

- Sourced trending stories and wrote engaging celebrity news and features
- Conducted celebrity and red-carpet interviews
- Contributed content for multi-platform commercial campaigns
- Hosted weekly podcast and launched award-winning *Love Island: Under the Duvet* video series

Condé Nast

June – December 2014

Editorial Translation Intern – Vogue Paris

- Translated editorial content and social copy from French to English
- Wrote original content for en-vogue.fr and Vogue Paris' Huffington Post blog
- Reported on fashion shows and live shopping events

References and portfolio available on request