

Christian Phillip Kane Reeve

Email: christianreevewritingservices@gmail.com

Website & portfolio: www.christianreeve.com

LinkedIn profile: <https://www.linkedin.com/in/christianreeve/>

Summary

A 26-year-old English marketing professional from London, UK. Seeking all types of opportunities. Possesses up to three years worth of experience in the field of marketing, having worked for international companies and through freelancing in various areas. A management with marketing graduate from Royal Holloway, University of London. Has worked overseas in Estonia for close to three years.

Primary Employment

MRPeasy OÜ

- Digital Marketing & Content Marketing Specialist – November 2019 – Present
- Responsible for managing outreach for the purpose of creating comarketing opportunities, B2B partnerships, and more.
- Responsible for arranging partnerships with companies via B2B relationships as well as influencer/brand ambassador deals with influential entrepreneurs and successful businessmen and women.
- Regularly create copy for guest posts and articles, as well as occasionally editing, proofreading, and developing content and copy for the company website, together with other important sales materials.
- Provide voice-overs for regular podcasts that inform and educate clients and prospective clients on different areas of manufacturing.

Admiral Markets AS

- Content Optimisation Specialist - January 2019 - September 2019
- Produced monthly reports that included various analytics, statistics, and insights into the performance of the content produced by the company. Regularly delegated tasks to colleagues, ran A/B tests to track how different approaches to content production affect performance, and much more.

- Contributed to and developed plans for the revamping of products such as Admiral Markets' 'Trading Spotlight', 'Zero to Hero' & 'Traders Talk' webinar series. Created copy and names for the webinars, together with designing the structures and topics for them.
- Regularly used a variety of programs and systems including Ahrefs, Google Analytics, Jira, Google Suite, Slack, Tableau, Buffer, Zoom, GoToWebinar, Confluence, and an internal CMS.
- Copywriter - June 2018 – January 2019
 - Was responsible for most of the new SEO content that was produced both in-house and by external writers. Made sure that all web content had been proofed, edited, rewritten, and that it contained all the necessary high-ranking keywords.
 - Assessed whether meta titles and meta descriptions, together with the overall formatting of the content produced met the ever-changing standards of Google, Ahrefs, and other important businesses involved in the field of content optimization.
 - Regularly conducted keyword research, continuously suggested ideas for new content, and constantly sought new ways to perform tasks to improve the efficiency of everyday work and save time.
 - Managed and was responsible for an SEO content audit project. The goal of this project was to improve all the articles & tutorials in the education section of the website so that the overall quality met market expectations and would attract more clients. Was able to achieve this goal in January 2019, having started the project in August 2018. Over 250 articles were audited in total.

Self-Employed

- Freelance Writer & Content Creator - October 2018 - Present
 - Provide freelance copywriting, SEO services, general marketing consultancy, and content creation services. Services include content writing, writing articles, proofreading, managing blogs, social media marketing, editing, conducting keyword search, creating adverts for Google & Facebook, consulting clients on how to implement the best SEO practices, designing and editing images, and much more.

Rost Traffic OÜ

- Copywriter - February 2018 – May 2018
 - Worked for Rost Traffic OÜ, a digital marketing agency, as a copywriter/content creator.

- Researched and wrote a daily 'news round-up' of all the important news within the online gambling industry, as well as casino reviews, news pieces concerning new welcome offers, bonuses, and more.

Additional Skills

- Excellent english language skills: (native speaker with extensive experience writing professionally)
- Basic estonian language comprehension (between A2-B1)
- Superb research skills: (developed during university for the continual challenging demands of assignments, together with the research and analysis required to regularly produce persuasive and compelling content, as well as intriguing, thought-provoking sales copy).

Additional Employment

- Various customer service roles - August 2011 – February 2018
- Worked in a range of customer service roles within different industries including retail, hospitality & catering, tele-sales, and more. Please view the attached LinkedIn profile link for more detail.

Education

- Royal Holloway University of London - September 2014 - June 2017
- Achieved a BSc Management with Marketing degree – Grade: 2:1.
- Uxbridge College - September 2013 – June 2014
- Achieved an Access to Higher Education Diploma in Business – Grade: Distinction*
- Haydon School & Sixth Form College – September 2004 – June 2011
- Attained 11 GCSEs (8 Grades: A*- C)
- Attained 2 A levels in BTEC Business – Grade: Distinction*