

Chris Woolfrey

SENIOR DIGITAL MARKETING PROFESSIONAL WITH A FOCUS ON DIGITAL MARKETING

Versatile and innovative senior leader in digital, specializing in content marketing.

With a proven ability to lead multidisciplinary teams, I combine clear strategic vision and project management success with a track record of delivering on ambitious KPIs across digital channels.

Expertise including but not limited to:

- KPI and goal setting
- Content marketing strategy
- Channel strategy
- Managing teams
- Workflow design
- ROI reporting
- Conversion rate optimization and A/B testing
- Search engine optimization (SEO)
- Content production
- Digital re-brands

A detailed description of my previous roles follows on pages 2 and 3. My education, technical expertise and contact details are on page 4.

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PROFESSIONAL EXPERIENCE

SENIOR CONTENT STRATEGIST | Modus (May 2021 - present)

Joined this cutting-edge user experience and digital agency to run marketing programs for a range of clients.

Key contributions:

- Developed content marketing programs for a HR firm with several million annual users.
- For the same client: launched a campaign microsite, and associated paid and earned media materials, in September 2021.
- Developed a go-to-market strategy, across digital channels, for a large public sector retirement plan provider.
- Revised website information architecture, for a client with \$8 billion in revenue, to increase leads.

DIRECTOR, DIGITAL STRATEGY | Segal (Jul 2018 - May 2021)

Promoted to Director in 2020. Recruited to lead Segal's digital strategy, working closely with senior leadership, consultants, developers, designers and others to re-define the group's diverse portfolio of digital properties.

Key contributions:

- Doubled thought leadership downloads every year from 2018-2021.
- Increased clickthrough rates and click-to-open rates in email over the same period.
- Drastically improved LinkedIn clickthrough rates in 2019, 2020 and 2021.
- Developed Segal's first workflow for digital marketing, running projects from conception to reporting.
- Created the company's first SEO strategy, leading to a range of first page Google rankings

FREELANCE STRATEGIST | Mile End (May 2018 - Jul 2018)

Hired for a project to re-design and re-launch Purge Labs, a client of Mile End's. In order to develop a conversion-focused website with a distinct brand, I created user personas, tone of voice guidelines, user needs statements, a new information architecture, and more. I then provided all the text content.

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CONTENT MANAGER | TRVL (Nov 2017 - May 2018)

Developed a content strategy that accelerated growth and focused TRVL's brand message. My responsibilities included: research for and creation of user personas; full content audits; site functionality recommendations and UX improvements; synchronization of advertising and content marketing.

WEB CONTENT SPECIALIST | Albelli (Jan 2016 - Oct 2017)

Recruited to produce a documented content strategy and develop Albelli's web and application content. Lead a cross-departmental group to align on a single strategy covering these areas as well as social media, email marketing, blog content and more. Further: managing translations into eight languages, copyediting all commercial content and working closely with UX designers to overhaul our website and software applications.

SENIOR WEB EDITOR | The IB (Jun 2014 - Jan 2016)

Briefing and editing all web content and managing the production and publishing of video, blog and social media content, I worked across the organization to embed research-led user personas in all marketing and communications. As a result of the website re-launch I led in 2014, the IB's web conversions tripled in subsequent years.

WRITER AND RESEARCHER | The Key Support (Jul 2012 - Jun 2014)

Working within the editorial team, I researched and produced concise, plain-speaking information and policy articles for UK schools.

CONTENT EDITOR | QUAD DIGITAL (Feb 2010 - Jun 2012)

Quad was an article marketing agency that worked closely with other agencies to produce SEO content for their clients. I managed a team of twenty freelance writers, sub-editing and copyediting their work.

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EDUCATION

Master of Arts (MA) in Modern and Contemporary Literature
Birkbeck College, University of London, UK

Bachelor of Arts (BA) in English Literature with Creative Writing
The University of East Anglia, UK

TECHNICAL EXPERTISE

Adobe: Analytics, InCopy, InDesign

CMS: EPiServer, Magento, Umbraco, Wordpress

Design: CSS, HTML, Sketch

Google: Adwords, Analytics

iWork: Keynote, Numbers, Pages

Microsoft Office: Excel, Outlook, PowerPoint, Word

CONTACT DETAILS

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