

SIMON MCKENZIE

| London | M: 07961 076 308 | E: simon-mckenzie@hotmail.co.uk

Personal Statement

Over 8 years content strategy, content and social media management, and design experience in roles across diverse industries, including customer service, recruitment, eLearning, telecommunications, podcasting, music, and events. Demonstrated expertise in harnessing the potential of AI tools and data-driven strategies to enhance user experiences and maximise engagement. Seeking to leverage my in-depth knowledge in content strategy and social media management for a progressive organisation that prioritises people and who are open to innovative technology.

Skills & Experience

- **Content Strategy & Design:** Expertise in formulating cohesive content strategies, particularly in video, resulting in enhanced user engagement and revenue growth using GA
- **Digital Tools Mastery:** Adept at utilising the full Adobe CC suite, Canva, Midjourney, Salesforce, WordPress, and leading PM tools Asana, Jira, and Trello for optimal productivity
- **Strategic Alignment:** Spearheaded integration of content strategies with social media SEO and content outputs to maximise awareness and build engaged followings
- **Social Media and YouTube:** Researched and created countless social media page niches, designed and posted content to build engaged followings, selling products through YouTube tutorial videos

Employment History

DEC 22 – AUG 23 | Product Executive at Institute of Customer Service

- Audited and standardised 900 intranet and website information pages improving staff product knowledge with the objective of increasing product uptake by 30%
- Aligned product messaging with the marketing strategy to ensure consistent messaging
- Produced educational materials including instructional videos to help reinforce the product knowledge and confidence of the sales team
- Recalibrated product KPIs for closer SLA alignment with customer satisfaction metrics
- Developed a Salesforce service desk, to resolve issues faster, increasing customer retention

AUG 20 – DEC 22 | Content Strategy at street levels media (Freelance)

- Led on the production and social media strategy for a pilot podcast focused on sportswear and urban culture for a well-known influencer, which is currently being pitched to investors
- Produced accessible video content for the National Deaf Children's Society, enhancing their YouTube and Instagram outreach for their Deaf Works Everywhere campaign
- Developed a social media IG reels video strategy for a poetry events organiser, resulting in sold out shows from February 2021 to March 2022
- A/B tested curated content on TikTok for street levels tv resulting in a 107x follower growth and a viral post that has been viewed more than 1.7 million times

OCT 19 – AUG 20 | e-Learning Executive at LDN Apprenticeships

- Championed the migration and creation of 86 online courses, including compliance and onboarding modules, offering interactive experiences
- Spearheaded the Litmos LMS transition, replacing traditional training, and augmenting user experience

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- Created eLearning best practice guidelines for teachers and staff, promoting user autonomy and a uniform user experience
- Fostered collaborations with third-party vendors, enriching the course repertoire with essential compliance content

MAY 19 – OCT 19 | CV Writing Strategist on PPH and Fiverr (Freelance)

Pioneered a comprehensive CV strategy through meticulous research, achieving a 100% interview success rate for my clients

JAN 19 – MAY 19 | Content Strategist at netgem (Contract)

- Collaborated with telecom giants to craft top-tier marketing content, leading to a surge in sales inquiries
- Engineered a Google Sheet automation for our tv surfacing partners slashing 90% off the time spent producing, updating, and merging documents each week

OCT 18 – DEC 18 | Paid Media Account Manager at Media Vision (Contract)

- Executed in-depth ad testing and spend analysis, providing actionable insights for ROI amplification, reducing ad spend by an average of 25% across all client accounts
- Advised clients on holistic website enhancements, bolstering tracking, user experience, and conversions
- Brands included: Douglas and Gordan, Boux Avenue, City Lit College, and DeVono

MAR 18 – AUG 18 | Junior Paid Search Executive at Mindshare Worldwide (Apprentice)

- Collaborated with renowned brands to increase net revenue
- optimised keywords for lower bids with maximal ctr
- Created ad copy and ran A/B tests using rotating ads to increase conversions
- Built blacklists to ensure ads only displayed in the right places
- Brands: American Express, TK Maxx, Jaguar Land Rover, Audi, HSBC, BlackRock

OCT 16 – JAN 18 | Careers Advice Product Development at GGT Solutions

- Partnered with founders to create impactful digital career training products for Language Schools, The JCP, Business Schools, and Hotels

MAR 15 – MAR 17 | PPC Executive and Business Development at Asnia Digital

- Restructured a Google Ads campaign a Canadian Window Supplier increasing client ROAS by an average of 600%
- Managed Facebook ads for a Life Coach, increasing ROI

Education & Qualification

Professional Training

Google AdWords Certifications

Google Fundamentals in Digital Marketing Certified

Amazon AMS Qualified

Academic Learning

2012 – 2013 | South Thames College: Business Diploma Level 3

2003 – 2005 | Hammersmith College: A Level Performing Arts and Dance

1996 - 2001 | Warwick Park School