

Piper Jacobsen

3+ years experience in Marketing and Sales working both freelance and agency side for B2B and B2C giants such as Specsavers, easyJet, B&Q and Fortnum & Mason. My passion comes from understanding, helping & connecting users.

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EXPERIENCE

Croud Network, London - Freelance SEO Consulting

NOV 2022 - OCT 2024

+SEO Auditing & Data Analysis

Working ad hoc to provide accounts with additional support on deliverables including but not limited to, Digital PR Audits, Content Audits, Content Planning & Editorial Brief Production and more.

Croud, London - SEO Senior Account Manager

JULY 2024 - OCT 2024

+SEO Account Management & Strategy

Managing client accounts for luxury brands including projects and retainers of 15k+ along with team channel development. Brands included Fortnum & Mason, Smythson of Bond Street & Maybourne Hotels Group.

Ayima, London - Senior SEO Consultant

JANUARY 2024- MARCH 2024

+Ongoing SEO Consulting & Account Management

New Role taking on the bulk of client strategy and account management, including end to end from onboarding to off boarding and ongoing strategy consultancy. Upselling on off-page strategy for existing client accounts. Management of clients with budgets of \$1m.

Ayima, London - SEO Consultant

MARCH 2023- DECEMBER 2023

+Ongoing SEO Consulting

SKILLS

Market Research (GAP Analysis and Search and Social Analysis)

Proficiency in keyword research tools (Ahrefs, Semrush, Google Keyword Planner, GA and GSC)

Pitching and new business

WordPress and Wix Backend Development

Content Briefing and Editorial

Confident in approaching new challenges having previously experienced living and working abroad for a collective 2+ years

QUALIFICATIONS

TEFL 120 Hour Certificate

St John's Ambulance First Aid Training Certificate

LANGUAGES

Intermediate Korean

REFERENCES

Spearheading dynamic content strategies, technical SEO audits, and comprehensive e-commerce SEO for distinguished B2C brands including B&Q, Screwfix and easyJet.

+ Strategic Content Management

Crafting and implementing engaging content strategies that work in tandem with improving on-page performance, UX and search engine visibility.

+ Data-Driven Optimisation

Utilising Google Analytics, Google Search Console, Ahrefs, Semrush and other 3rd party tools for robust data analysis, guiding effective SEO decisions and inputting forecasting models for new business leads.

+ Proactive PR and Digital Outreach

Orchestrating strategic digital outreach campaigns to cultivate online visibility for brands to produce innovative content trend reports and engaging visuals.

Nicky Applegarth – Managing
Director at Ayima

nicky@ayima.com

Jake Cawdery – Managing
Director at Curated Digital

jake@curated-digital.com

Jungmin Lee – Korean Language
lecturer at UCLAN

JLee22@uclan.ac.uk

Curated Digital, London – Content Marketing Executive

JULY 2022- MARCH 2023

Digital Marketing agency based in Old street. Worked with clients such as Specsavers and Nature's Best to deliver a range of data backed SEO strategies including content plans, content briefs and larger scale independent market research projects (Competitor GAP analysis and Search, Social and Trend Analysis). Additionally responsible for internal marketing channels and community management.

Kinsume, London – Sales and Marketing Intern

MARCH 2022- JULY 2022

Marketing company connecting brands with influencers with a focus on sustainable practices. Content manager for inhouse marketing resource blog [exploratree.blog]. Role included; Developing blog content, SEO strategy and keyword research for content planning.

Wired Vibe, London — Digital Creative Lead

APRIL 2022 - JUNE 2022

Part time consulting and partaking in digital strategy ideation for music app startup specialising in sounds for focus and productivity.

Freelance Website Building & Blog Management, London — Freelance SEO Consultant

OCTOBER 2021 - MARCH 2022

Freelance consulting and SEO blog strategy for a range of local restaurants and dog walking service clients. This included wordpress and Wix set up and blog content proposals.

Marneys Village Inn, Esher — Assistant Bar Manager

OCTOBER 2021 - JUNE 2022

Managing stock intake, deliveries, invoices and daily business of running a bar in a village inn and restaurant.

Cheam High School, Sutton — *Learning Support Assistant*

OCTOBER 2020 - OCTOBER 2021

Mixed Sex secondary school. Assisted in student's learning by providing additional academic, motivational and emotional support. Tasks included: ensuring students can understand relevant learning material and appropriate tools, tutoring students through homework, delivering small group programmes in spelling, language skills and speech problems and helping students develop independent learning skills. Teaching a small EAL class for 30 minutes once a week.

Mother Tongue, Worldwide — *Freelance Translator*

OCTOBER 2020 - MARCH 2021

Freelance translator working for clients such as Naver to deliver translations and localisations of webtoons.

Somer Green, Seoul — *Import/Export Marketing Intern*

DECEMBER 2019 - AUGUST 2020

Undertook market research via social media channels and government studies to present trends in the Korean dining and food industry. Used knowledge of UK/Korean food industries to create presentations on suggested import or export products.

Somerset House, London — *Ice Marshall*

WINTER SEASON 2015, 2016

Front of house at skate hire and assisted on ice with any accidents or enquiries.

Seoul Base Camp, Seoul, South Korea — *Hospitality Manager*

JANUARY 2016 - APRIL 2016

Managed the everyday running of business in the hostel: cleaning, laundry, front of house. Account management: managing bookings. Assisted in marketing management of the hostel brand by managing social media and branding to advertise to Korean and international customers.

EDUCATION

University Of Central Lancashire, Preston — *Asia Pacific Studies (With Korean) First Class Honors*

September 2016 - June 2020

Esher College, Esher

SEPTEMBER 2013 - JUNE 2015

3 A levels A*–C

Streatham and Clapham, Streatham

SEPTEMBER 2007 - MONTH 20X13

10 GCSE's A–A* Grades