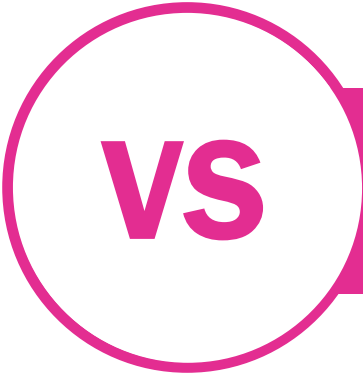




VS

# VICTORIA STACK

CONTENT AND EDITORIAL MANAGER |  
[WWW.LINKEDIN.COM/IN/VICTORIA-STACK-48083195](https://www.linkedin.com/in/victoria-stack-48083195)

## CONTACT

[victoriastack@icloud.com](mailto:victoriastack@icloud.com)  
[vcstack@gmail.com](mailto:vcstack@gmail.com)  
+447731945409

## ABOUT ME

Since 2012, I have worked exclusively and consistently as a Freelance Content Manager, Copywriter and Editor across a broad range of industries.

I have experience in both European markets, and North America, having lived in Vancouver, Canada for over a year in 2021.

Excellent references and portfolio available on request.

## EXPERIENCE

### FREELANCE CONTENT MANAGER • NATIVE CONTENT LTD • JANUARY 2012 TO PRESENT

Experienced Content, Copywriter and Editorial Manager within a range of industries including real-estate, public sector, travel, technology, finance, retail, beauty and healthcare, medicine, food & beverage and media.

Commissioned editorials, social media management and content delivery in, but not exclusive to; Nationwide, Mercury Holidays, London borough of Hackney, New York Times, Optimi Medical, Square Meal, Coca Cola, Bibendum Wines, Time Out, Selfridges, Debenhams, ASOS and Urban Outfitters.

### HEAD OF CREATIVE • CREMARC • AUGUST 2022 TO JANUARY 2023

Specifically working within the B2B Tech and IT industries, my role is to lead and direct the creative department consisting of design, UX/UI and copy across all clients. Deliverables include creative campaign ideation, strategy and execution, branding and TOV, eBooks and creative marketing materials, website builds, social and paid ads from a marketing and creative perspective. My responsibilities also included delivering client pitches, managing client relationships and an active member of the Extended Leadership Team.

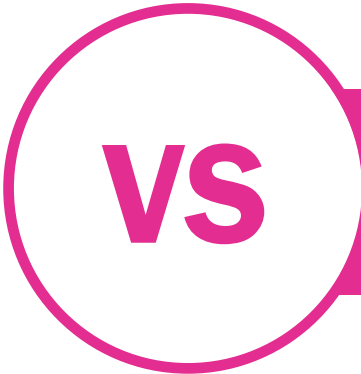
### SENIOR CONTENT MANAGER & COPYWRITER • (HUG) • MAY 2022 TO AUGUST 2022 (CONTRACT)

Working closely with start-ups and mid-level brands from a variety of industries, my role at (hug) is to lead and manage the content and copywriting team to create compelling copy for branding, TOV, advertising campaigns, websites design, blogs, print and social media (paid and organic). I am responsible for the strategy, creation and execution of all content plans across all live accounts, including creating copy, collating assets, scheduling and assessing reports on Buffer/Hootsuite/Google Analytics/Facebook Ads and liaising with clients directly.

### EDITORIAL MANAGER • QUIETLY MEDIA INC (VANCOUVER, CANADA) • AUGUST 2021 TO MARCH 2022

Responsible for leading the content development team, content design direction and creation and implementation of the content strategy. My role is to work in sync with the Art Director, Client Partners and Data Leads to collaborate and present to clients.

Daily tasks include resourcing hours, project budgeting, project management, client communications and overseeing and delegating tasks to a team of editors, writers, project coordinators and freelance designers.



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Account management spans across various industries including real-estate, medicine/pharmaceuticals, retail, food and beverage, technology and finance/cybersecurity.

### **CONTENT MANAGER • ORSATECH LTD • NOVEMBER 2020 TO JUNE 2021 (CONTRACT)**

Responsible for the creation of all copy across investor pitch decks and other investor focused documentation for our clients, working in combination with our financial modelers, market researchers, design team, and corporate finance advisors. Orsatech is a corporate finance advisory firm providing financial models, pitch decks and investment memorandum, fund raising and due diligence, and patents for start-ups, small and mid-sized companies, and venture capital firms supporting businesses when they are typically raising £200k to £20M of capital.

### **CONTENT MARKETING MANAGER • ACCENTURE • JULY 2019 TO DECEMBER 2019 (CONTRACT)**

Operating as Editor-in-Chief, managing the editorial development of our regular innovation broadcast, alongside commissioning and curation activity for our innovation news web channel.

Operating as Producer, managing the digital production of podcast and video content, from initial script development and video direction, right through to post-production editing.

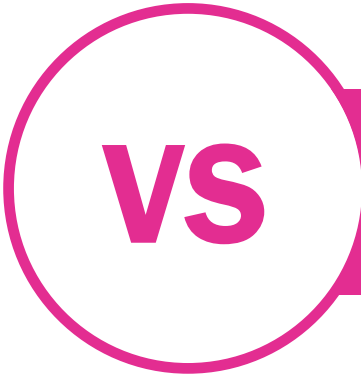
Operating as a communications partner within the larger M&C community, teaming on key communications initiatives with the aim to drive programs faster and more dynamically, ensuring maximum cross OG/DTE engagement, leverage and amplification.

### **CONTENT DELIVERY MANAGER • CHEIL/SAMSUNG • FEBRUARY 2019 TO MAY 2019 (CONTRACT)**

I was commissioned for the management and delivery of content across the Samsung European retail account, including but not exclusive to retailers such as Amazon and Argos. My role includes management of asset requirements and specifications per channel, keeping up-to-date target channel lists for content supply, maintaining asset plan / calendar, monitoring competitor activities and pricing in the channels, monitoring in-life products and make sure content quality are up to date with no broken UX, UI elements.

### **CONTENT MANAGER • SKY • AUGUST 2018 TO JANUARY 2019 (CONTRACT)**

I was commissioned for the creation of content and copy across various platforms including customer communications from both ABL and BTL campaigns, weekly members email, Sky.com, My Sky app, broadcast voice-over scripts for radio, television and video, speech writing, retail advertising, direct mail and promo videos. Working alongside outsourced and in-house agencies and directly with shareholders such as Sony, Universal, Apple inc,



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Warner Bros and Samsung, as well as internal shareholders to create a content and copy strategy, and execution of briefs across social media, Sky.com, My Sky app, TV, Radio, direct mail, email and retail. I was also solely responsible for the creation of Sky VIP Loyalty Program's TOV and execution across all platforms.

### **CONTENT DELIVERY MANAGER • THREE • FEBRUARY 2018 TO AUGUST 2018 (CONTRACT)**

I was commissioned for the creation of copy for customer-centric support and commercial content for all of Three's multichannel platforms including Three.co.uk, the Three Contact Centre, the Three App and other 3<sup>rd</sup> party platforms such as Amazon Vendor, with a strong focus on UX design and customer journey. Responsible for the co-creation and execution of Three Mobile's brand-wide TOV. Strong experience working within an Agile environment using platforms such as Jira and Trello.

### **CONTENT MANAGER • VECTONE MOBILE • OCTOBER 2017 TO FEBRUARY 2018 (CONTRACT)**

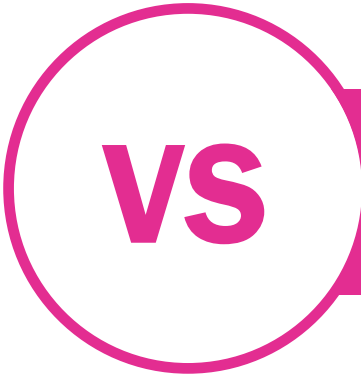
I was responsible for taking full ownership of all the content across all websites and ensuring that all content is fully up to date at all times. Liaising with shareholders such as Apple inc, Samsung and Google to create and deliver content and copy strategies. Developing all customer facing content and copy across the websites and other online media. Working together with the art director to constantly improve the graphics/ navigation and design of the websites. Management of the content team including permanent staff, freelancers and translators. Constantly improving the UX design, customer journey and usability of our websites. Directing the web team to update the content as and when required.

### **COPYWRITER/CONTENT MANAGER • DR MARTENS • MAY 2016 TO SEPTEMBER 2016 (CONTRACT)**

Creation of copy for upcoming and current online and print product descriptions with a heavy focus on SEO driven content for the website, app and all 3<sup>rd</sup> party retailers. Research and conduct SEO competitor analysis with the use of Google Analytics and Piwik. Trial and test SEO driven strategies and look to improve, maintain or discard ineffective results and analyze all outcomes for future planning.

### **COPYWRITER/CONTENT MANAGER • BLUEBELLA • NOVEMBER 2015 TO JANUARY 2016 (CONTRACT)**

Creation of copy for online product descriptions with a high level of focus on SEO driven content across both the direct website and 3<sup>rd</sup> party retailers. Strategy planning for target markets across direct customers and affiliate websites. Research and conduct SEO competitor analysis with the use of Google Analytics.



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Trial and test SEO driven strategies and look to improve, maintain or discard ineffective results and analyze all outcomes for future planning.

## **COPYWRITER/CONTENT MANAGER • MISS SELFRIDGE • MARCH 2015 TO NOVEMBER 2016 (CONTRACT)**

I was contracted to temporarily replace the Content Manager. My primary role was the creation and execution of copy across all platforms including website, social media, blogs, retail and 3<sup>rd</sup> party retailers. I was responsible for taking full ownership of all the content on the direct website and social media platforms and guiding the content team to produce SEO driven content with the use of tools such as Google Analytics and Woopra. Alongside this, I analyzed SEO and PPC results and delivered a weekly forecast and trend analysis in executive meetings. I have a confident use of CRM and management of all social media platforms using copy, imagery and videography. Solely responsible for writing all feature articles to appear on the main website, as well as homepage and email copy to align with upcoming articles and trend focuses.

## **DIGITAL MARKETING & CONTENT MANAGER • GERONIMO INNS • MAY 2014 TO JANUARY 2015**

I was responsible for the management and creation of online digital content and copy including video, imagery and editorial, as well as all social media platforms across seven venues. I was solely responsible for the development, production and execution of projects from proposal, incorporating budget and maintaining company guidelines.

Researching and analysing market trends, identifying target markets and utilising this information to create successful social media and digital campaigns.

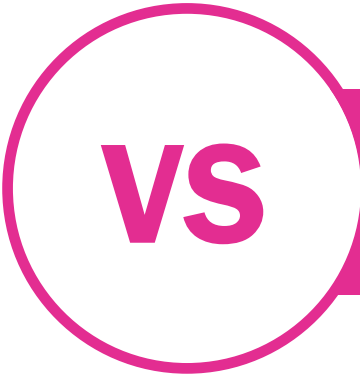
## **EDUCATION**

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**DIGITAL FILM GAMES & ANIMATION • 2010 • LEEDS COLLEGE OF ART FOUNDATION DEGREE**

**A-LEVELS • 2008 • WENTWORTH TUTORIAL COLLEGE  
BCC**

**GCSE • 2005 • POCKLINGTON  
9\*A-C**



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