

**Peter Keighley**

**CONTENT CREATOR, MARKETING, CREATIVE WRITING**

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**In Summary**

I have worked in digital marketing for almost 10 years with an award-winning UK digital agency for many global clients, worked as marketing director of a new start-up and most recently for a leading UK animal advocacy nonprofit organisation. This has allowed me to acquire and develop a broad skill set in marketing, content creation/management at scale, social media strategy, creative strategy and creative writing.

My background in English literature and language has allowed me to facilitate marketing projects with a creative eye as well as undertaking the role of creative on a variety of fast-paced projects.

If I had to choose one thing that sets me apart from many others, I would definitely say my creative mind and ability to come up with innovative ideas. Combined with my unique experience, these ideas can be transformed into tangible actions that bring about success.

**Experience**

***Social Media and Campaigns Coordinator, Animal Justice Project, March 2020 - August 2021***

Social media content and management lead, working in close collaboration with the head of campaigns and the founder of the organisation which is a leading UK animal advocacy nonprofit. This role was largely campaigns based with my focus being on maximising the reach and impact of the important work the organisation is doing. This involved looking at the content we create for campaigns in a macro-micro sense. Over the course of my time at the organisation, I have managed/created/executed many online events and online paid adverts as well as played a key role in all of the campaigns and investigations launched by the organisation.

With me in this role, this organisation has seen growth in followers, engagement and reach across all platforms, and the implementation of regular analytics monitoring as well as major advert campaigns and influencer marketing campaigns.

Some stand out figures over 15 months here whilst also managing other work beyond social media;

- Facebook growth: 19,000+ follower increase
- Instagram growth: 8,800+ follower increase
- Twitter growth: 1,319+ follower increase
- an influencer campaign with a group of influencers with a collective following of over 2.5 million people, all mobilised with zero monetary incentive.
- Monthly organic reach of Facebook page being over half a million people

***Head of Marketing, Those Who Love Peace, Remote/Zurich, October 2018 - present***

Marketing lead for an ambitious start-up working on an app for activists, supported by the Blue Horizon Foundation. Responsibilities include; online and offline marketing strategy, budget strategy, content creation and curation, copywriting, graphics creation, website copywriting, copy editing, influencer marketing, event marketing, public speaking, cross-platform community management, b2c and b2b marketing, paid ad strategy creation and management, holding interviews for various roles, communicating and working with development companies, marketing performance analysis and reporting of all marketing campaigns.

***Social Media and Content Manager, routes4media, Remote, November 2017 - present***

Lead in content creation and curation at scale for a variety of clients for routes4media. Responsibilities include; online community management, daily content management, researching client industries, content curation and creation, b2c marketing, copy writing.

***Social Media and Content Manager, routes4media, London, September 2016 - November 2017***

Lead in content management for a wide variety of b2b and b2c clients. Responsibilities are as above, but in addition include Facebook and Google ad management and creation, face-to-face, telephone and online client communications, and influencer marketing.

***Content creator and manager, routes4media, London, September 2014 - September 2016***

Content creation at scale. Responsibilities include; research into client industries, content marketing and curation, daily blog writing at scale and community management.

***Sales representative and content creator, YourStudentShoes, Devon, UK , June 2012 - June 2014***

Sales and marketing support. Responsibilities include; social media management, content creation, brand ambassador relations, sales and public relations.

**Education**

University of Loughborough, UK, BA English and Sport Science, 2013 - 2016

**Skills**

Extremely creative, used to working in fast-paced environments, efficient content creator, highly skilled at producing content at scale and managing cross-platform pages. Always absorbing and learning from the latest in digital marketing strategy and utilising this in ongoing strategy development. Strong work ethic and used to working to deadlines. A developed skill in managing multiple people within a marketing team. Strong principles and will always be open and in clear communication with colleagues and clients to establish productive, ongoing relationships and work towards common goals.

## **Interesting Extras**

I enjoy writing creatively in my spare time, including poetry and blogging. I also enjoy reading and listening to podcasts, my current favourites include Gary Vee and Rich Roll. I am an ex-rugby player and now enjoy varied and holistic fitness, health and exercise practises, preferably by the beach.

I also endeavour to help animals around the world through the support of animal rights campaigns.

The best thing about living in Brighton is the abundance of dogs seen loving their beach walks.

## **References**

Available upon request.