



KELLEE TAYLOR

Content Marketing Manager

POSITIONS HELD

Content Manager

Three (Hutchison 3G Whampoa) | 2018 to 2020

- Conduct non-paid social media campaigns emulating the core brand personality to generate 'brand love'.
- Work with influencers and celebrities alike to deliver engaging visual content as well as SEO traffic driving articles.
- Create various content forms using Adobe Products, including After Effects, Photoshop and Premiere.

Digital Marketing Specialist

Three (Hutchison 3G Whampoa) | 2015 to 2018

- Develops campaigns for paid social media and other advertising platforms, guided by the company's strategic goals.
- Monitors brand reception, commercial KPIs and retention.
- Responsible for SEO copywriting for 'Hub' on Three.co.uk and Smarty.co.uk

EDUCATION BACKGROUND

Chartered Institute of Marketing, UK

Professional Diploma in Marketing | June 2014

Completed an online postgraduate course in Digital Marketing.

- Completed case studies and examinations for accredited Marketing qualification covering offline, strategic and online platforms.

University of Wales, Newport

Bachelor's Degree in Animation, Film and Games Design | June 2006

Degree in Animation, Film and Games Design.

- Detailed in Script writing, artwork direction and both digital and non-digital creative methods.
- Specific skill in character design and Stop Motion techniques

PERSONAL PROFILE

I'm a Content Marketing Manager with a passion for branding and creativity, and over a decade of experience in the marketing industry.

MILESTONE PROJECTS

- 24 hour turn around from Apple Keynote to Marketing Campaign go live, for 11 years running.
- SEO reconfiguration of Three's YouTube Channel seeing a 65% uplift in traffic to ecommerce site.
- Launch and maintain of Three.co.uk's blog 'Hub' and Smarty.co.uk

RELEVANT SKILLS

- Blog writing for SEO benefit.
- Experienced with Adobe Creative Suite.
- Social Media platforms including Instagram and TikTok.
- Social media community management with Hootsuite and Sprinklr.
- Hands-on content creation.

HOW TO GET IN TOUCH

143 Seongan-ro, 1106 Cheonggwang Noble Haim, Gangdong-gu, Seoul. 05339.
+8210142199155
kelleetaylor.com