



SUSANNAH RYAN

CONTENT STRATEGIST

I'm an award-winning **content specialist** with 10+ years of experience producing and implementing creative **paid, earned** and **owned** content strategies for world-class **brands** and **agencies**. I have a natural flair for **storytelling**, using **data-driven insights** to underpin creative concepts for clients across **eCommerce, hospitality, healthcare, lifestyle, technology, SaaS** and more.

I take deep pride in bringing brands to life with **compelling multichannel content**, designed to **engage** and **grow audiences**. I'm a positive and collaborative people person with experience building and **managing teams**.

KEY SKILLS

Social & Content Strategy
Tone of Voice & Branding
Creative Ideation
Copywriting
Community Management
Social Content Design
Video Editing (Premiere, After Effects)
Facebook & Instagram Ads
Email Marketing
Proofing
Editing

KEY CLIENTS & PROJECTS

Harvey Nichols
Accenture
We Are Social
Volkswagen
Virgin
Youtube
Google
Universal TV
TribalDDB
Ticketmaster
Live Nation
M&S Bank
Aldermore Bank
Refinery29
Matter of Form
Belmond
Aman Resorts
Charlotte Olympia
UNO
BP
Herbert Smith Freehills

RECENT GIGS

STRATEGIST – THIRTYTHREE

EMPLOYER BRANDING AND MARKETING AGENCY 6-MONTH FREELANCE CONTRACT

March – August 2021

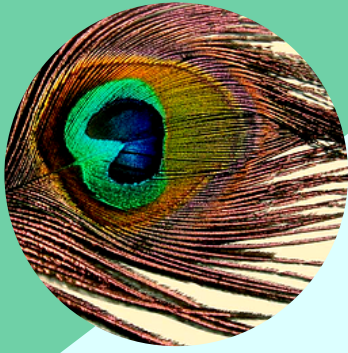
- I spearheaded content strategy for key accounts including **Accenture, Allen & Overy, Herbert Smith Freehills** and **The Army**.
- I worked with creative teams to create innovative multichannel campaigns and content that helped these brands attract the brightest graduate talent.

CONTENT STRATEGIST – MATTER OF FORM

BRAND INTERACTIONS AGENCY

March 2017 – Ongoing freelance engagement

- I managed end-to-end digital strategies for luxury eCommerce and hospitality clients including **Sani Resort, D Maris Bay, Aman** and **Belmond**, setting and analysing KPIs/ROI.
- I designed and implemented content strategies for large eCommerce website builds, optimising content for brand growth
- Whether leading a team of copywriters (Belmond) or producing copy myself (Sani, Aman, D Maris Bay), I act as a brand guardian, producing and editing content to ensure it aligns with tone of voice, vision and user journey, contributes to increased visibility and conversions, and is delivered on-time and within budget.



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EDUCATION

BACHELOR OF ARTS, NEW MEDIA

University of Leeds | 2006 - 2009

AWARDS

FREELANCER OF THE YEAR

YunoJuno | Dec 2016

PROFESSIONAL HIGHLIGHTS

- I delivered a talk on **Content Driven Commerce** as part of a Retail Therapy series at The Hamyard Hotel in London, for guests from luxury eCommerce brands including **Neals Yard, Liberty London, Jenny Packham** and **Aquascutum**.
- Worked on content strategy for several award-winning campaigns: **Harvey Nichols, Belmond, Accenture** and **The Rug Company**.

EDITOR IN-CHIEF — MATTER OF FORM BRAND INTERACTIONS AGENCY

March 2017 — March 2021

- I defined the agency's editorial strategy and tone of voice (Tatler meets Wired) and wrote regular B2B features and whitepapers for marketing professionals around the latest trends in luxury hospitality, retail and marketing
- I have represented the agency at events for retail professionals, delivering presentations on best practices in content-driven commerce

CONTENT MANAGER — CUBAKA SOCIAL AGENCY

2018 — Ongoing freelance engagement

- I help with creative ideation and production of intriguing social-first content and campaigns
- Clients include **Uno, BP, Student Beans** and **Freedom Brewery**
- I'm just as happy populating a content calendar with on-brand tweets as I am working on strategic campaign planning

CONTENT EDITOR — WE ARE SOCIAL SOCIAL AGENCY

September 2016 — March 2017 (Freelance)

- I defined tone of voice for key accounts, including **Universal TV & M&S Bank**
- I oversaw the planning, creation and delivery of consistently brilliant branded content for distribution across social media channels for key accounts including **Youtube & Benefit**
- Identified strategic opportunities to keep social content ahead of the competition

CONTENT PRODUCER & COPYWRITER — BORN SOCIAL SOCIAL AGENCY

2021

- I worked with a videographer for several projects, including the creation of compelling social content for **London Cocktail Week**, producing scripts, captions and creative copy for various social mediums including Instagram Stories and Facebook Ads.



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CONTENT & SOCIAL MARKETER — SMARTERQUEUE B2B SAAS TOOL

SmarterQueue | Freelance | September 2018 - June 2020)

- SmarterQueue is a social media scheduling tool with a remote, global team.
- I built, executed and optimised content strategy, mapped against each stage of the buyers' journey to attract and retain a loyal and engaged customer base, tracking against quarterly OKRs.
- I led and produced content production for marketing campaigns, landing pages, whitepapers, eBooks, social campaigns, product launches, technical copy, partner posts, newsletters, tutorials, videos and podcasts; and worked with the design and dev teams for in-app copy and UX decisions.

SOCIAL MEDIA MANAGER — HARVEY NICHOLS LUXURY FASHION RETAILER

September 2014 - June 2016 — Full-time

- I built and led the social team to deliver award-winning social and digital campaigns, including the Cannes Lion award-winning *Rewards* campaign with Adam&EveDDB.
- I launched a brand new strategy to bring Harvey Nichols in line with the latest social media trends, working with editorial, buying and web teams to produce engaging, on-brand content to delight the Harvey Nichols audience and promote key brands and launches
- I grew Harvey Nichols social channels by 300%, developing and nurturing a loyal and engaged community of fashion lovers
- Created and executed social strategy for award-winning campaigns including several iconic Christmas campaigns

INTERNATIONAL SOCIAL MARKETING MANAGER — TICKETMASTER/LIVE NATION ENTERTAINMENT

February 2011 - September 2014

- I was a key part of the digital team, bringing festivals and events to life through social media and driving engagement with innovative creative campaigns.
- I managed the UK's biggest Facebook festival page for Download festival, created social strategy for Wireless and Hard Rock Calling festivals, streamed live from muddy festivals, interviewed huge bands for Live Nation's digital channels, and worked with Google on some of the first-ever live streams with artists and fans.

CONTACT

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SHORT COURSES

- City University: Freelance Writing
- SalesProcess.io Accelerator
- IDM Award in Social Media
- Psychology of Jung
- The Art of Short Stories

INTERESTS

Psychology and the human brain. Writing. Animals. Reading. Beautiful craftsmanship.

ASK ME ABOUT

All the other cool freelance gigs I haven't been able to fit on these pages, including Tribal DDB, Pulse Communications, Piscari and Refinery29.

HARVEY
NICHOLS

ticketmaster®

REFINERY29

YouTube

Download Festival

accenture

we
are
social

wireless

