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EXPERIENCE

About Me

My name is Jamie and I am a people-first Content Lead with a track record of building smart brands, telling compelling stories and nurturing others to do the same. Let's make beautiful content together.

Head of Content Growth Shop

2020 - Present

As GS's first Head of Content, I lead all brand and editorial strategy for some of the best known and fastest growing ecom brands in the world – building a team of copywriters, video producers and designers in both London and Kyiv.

Collaborating with creative, CRM and CRO departments, we have transformed the GS portfolio of brands (including Idle, Haven and Sleep Country Living) from an annual turnover of **\$1.1m** in 2019 to **\$68m** in 2020.

I headed up the launch of the GS Agency division in Q1 2021, utilising the same methodology to help major brands connect with their audiences, hone their brand voices and increase CVR rapidly and sustainably. Highlights include:

- **GlobelIn** - increased monthly subscriptions by 148%
- **Luv AJ** - generated 32% online revenue increase in Month 1
- **Axon/TASER** - grew YoY CRM revenue by 154%
- **Growth Shop Show Podcast** - developed, produced and grew podcast to more than 10,000 listens/views

Freelance Content Lead Various

2019 - 2020

I worked with established brands, emerging start-ups and agencies alike to help them define editorial and content strategy and execute penetrative marketing, branding and growth campaigns. Clients and collaborators included:

Impala

Spearheading hotel tech start-up Impala's brand TOV and identity, while also managing and mentoring their growing team of marketing pros. I created the strategy that helped Impala grow into one of the fastest-growing start-ups in the UK, sign thousands of hotels to their platform globally and raise more than \$30m in seed funding.

Soldo

Leading content strategy and production across fintech guide, financial strategy and PR content generating a 15% increase in monthly organic search traffic.



JAMIE STANLEY

HEAD OF CONTENT

Skills

Content Strategy	●	●	●	●	●
Copywriting	●	●	●	●	●
Team Leadership	●	●	●	●	●
Editorial Strategy	●	●	●	●	●
Editing	●	●	●	●	●
Branding	●	●	●	●	●

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JAMIE STANLEY

HEAD OF CONTENT

References

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Ben Stephenson

Co-Founder / CEO - Impala

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Let's Connect

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[Twitter.com/jamierstanley](https://twitter.com/jamierstanley)

[Instagram.com/jamierstanley](https://www.instagram.com/jamierstanley)

Portfolio

Scan the QR code and enter
password 'whitefeather'



Co-Founder / Head of Content Fall of Man

2017 - 2019

I spearheaded creative and copy for a full-service brand storytelling agency. Included editorial and digital copy projects for the likes of Knight Frank, MUFG and the Markettiers Group.

As head of client liaison, I helped grow FOM from a standing start to an annual turnover of more than £300,000 by end of year one.

Head of Content 4media Group

2015 - 2017

I headed-up PR creative for six companies across the 4media Group - one of the UK's foremost broadcast PR firms. I also established the company's editorial arm, which saw the company take on its first brand-centric editorial and white paper campaigns, which included projects for Nationwide Building Society, Rockstar Games and Kellogg's.

Performance Copywriter Various

2012 - 2015

In my early career in London, I honed my craft producing extensive SEO, conversion and marketing copy for a range of events, ecom, entertainment and FMCG brands, including Dubai Expo, Virgin Media and Hotels.com

Copy Club Guest Lecturer

2020 - Present

As a member of the Copy Club community I have been invited to give lectures to hundreds of marketers on topics such as 'How to Supercharge your Ecom' and 'Building Smarter Brands'.

University of Sheffield Print Journalism (MA)

2010 - 2011

Achieved a full Masters' Degree in Print Journalism from one of the UK's most prestigious journalism schools (with merit).

University of Nottingham English Studies (BA)

2007 - 2010

Earned a 2:1 in English with a particular focus on post-colonial literature and American drama.


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EXPERIENCE

EDUCATION

Interests

 Cooking

 Basketball

 Vinyl