

Content Marketing Manager

Hannah Clifford



EXPERIENCE

Content Marketing Manager, Pleo, Bristol

Jan 2023 – Present

Own the full content strategy for the UK market — blog, email nurture sequences, case studies, and social.

- Grew organic blog traffic from **18,000 to 94,000 monthly sessions** in 14 months through a pillar-cluster SEO strategy
- Created a customer story programme that produced **22 case studies** — these now account for 31% of sales-assisted conversions
- Manage 3 freelance writers and a video editor, with a quarterly content budget of **£45,000**
- Built an email nurture flow for trial users that improved **trial-to-paid conversion by 8.3%**

Content Marketing Executive, Rocketmaker, Bristol

Mar 2021 – Dec 2022

Produced content for a software development agency, writing for both the company blog and client projects.

- Wrote **120+ blog posts and whitepapers** across fintech, healthtech, and proptech verticals
- Increased LinkedIn followers from 1,200 to **5,800** and average post engagement by 4x over 18 months
- Managed content for 6 client retainers simultaneously, hitting **100% of delivery deadlines**

Junior Copywriter, Proctor + Stevenson, Bristol

Jan 2020 – Feb 2021

Wrote copy across print, digital, and email campaigns for B2B manufacturing and engineering clients.

- Delivered copy for **14 client campaigns** including Renishaw, IMI Precision, and Balmoral Tanks
- Wrote a product launch email series for Renishaw that achieved a **34% open rate and 6.1% CTR**

CERTIFICATIONS

HubSpot Content Marketing Certification, HubSpot Academy

Apr 2022 – Apr 2025

Google Analytics Individual Qualification, Google

Jan 2023 – Jan 2025

PROJECTS

Pillar-Cluster SEO Overhaul – Pleo UK

Mar 2023 – Dec 2023

Restructured the entire UK blog around 8 content pillars with 60+ supporting cluster articles.

- Organic traffic grew from **18,000 to 94,000 monthly sessions**
- Ranked page 1 for **34 target keywords** including "business expense management" and "company card UK"
- Reduced cost-per-lead from paid channels by **22%** as organic took a larger share

Customer Story Programme – Pleo

Jun 2023 – Mar 2024

Built a repeatable process for sourcing, interviewing, and publishing customer case studies.

- Produced **22 case studies** across SME, mid-market, and enterprise segments
- Case studies became the **highest-converting content type** — 31% of sales-assisted deals touched at least one

EXTRA CURRICULAR ACTIVITY

Volunteer Editor – Bristol Cable

Jun 2021

Edit long-form investigative articles for Bristol's community-owned media outlet. Reviewed and edited 15+ pieces in 2024.

Speaker – Bristol Content Meetup

Sep 2023

Gave talks on B2B content strategy and SEO-driven editorial planning. Presented to groups of 40-60 marketers.

PROFILE

Content marketing manager with five years of experience building editorial strategies for B2B SaaS companies. Currently running content at a fintech startup where organic traffic grew from 18,000 to 94,000 monthly visits over 14 months. Comfortable working across blog, email, social, and video — I care about what actually moves pipeline, not just pageviews.

EDUCATION

BA (Hons) in English and Media

University of the West of England, Bristol

Sep 2016 – Jun 2019

SKILLS

- SEO & Keyword Strategy
- Content Strategy & Planning
- HubSpot (Marketing Hub)
- Google Analytics 4
- Copywriting & Editing
- Email Marketing (Mailchimp, HubSpot)
- Social Media Management
- WordPress & Webflow
- Semrush & Ahrefs
- Video Scripting

LANGUAGES

- English (native)
- French (conversational)

REFERENCES

Tom Ashworth

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