


BARBARA MORRIS

C O N T E N T S P E C I A L I S T

I'm a talented and creative marketer looking for an exciting new role to utilise my extensive skillset.

CONTACT

 07590 975611

 barb.f.morris@gmail.com

 13 Windsor Ave, Lancaster, UK

 linkedin.com/in/barbara-morris

SKILLS

- Copywriting
- Proofreading and editing
- Content strategy implementation
- Campaign management
- Design and illustration (Adobe, Canva, Figma)
- Web Design (WordPress)
- Project management

QUALIFICATIONS

COLLEGE OF MEDIA AND PUBLISHING

Diploma for Proofreading & Editing

EDUCATION

UNIVERSITY OF CINCINNATI

Degree in Web Development

BUTLER TECH VOCATIONAL

Certificate of Commercial Design
Completed with honours

EXPERIENCE

MARKETING COMMUNICATIONS MANAGER

Payter, The Netherlands

February 2024 - Present

- Developed creative B2B content marketing campaigns
- Analysed performance of digital marketing channels
- Managed website, marketing emails, and social media content
- Launched company rebranding
- Allocated projects to different agencies and freelancers

CONTENT MARKETING SPECIALIST

Fuuse, Lancaster

November 2022 - January 2024

- Write blog and editorial articles
- Create content for the website, platform, and app
- Plan and manage content strategy and campaigns
- Design and write B2B content for social media
- Organise and create email marketing campaigns

MARKETING MANAGER

ClearTrace, Lancaster

June 2021 - November 2022

- Managed small team of marketing executives
- Lead the website redesign and maintenance
- Designed and wrote B2B content for blog and social media
- Designed product labels, banners, and all printed materials

SALES COORDINATOR

Forsberg Services Ltd, Heysham

May 2019 - June 2021

- Managed sales projections to assess sales performance
- Guided repairs through the RMA process

MANAGER OF DESIGN & DEVELOPMENT

SQ Digital, Lancaster

October 2016 - February 2017

- Managed team of designers, developers and project managers
- Guided new website projects through the full lifecycle