

Chris

BROSNANAHAN

Portfolio

ABOUT ME

Hi! I'm Chris.

I've been working in content and marketing for 14 years.

In that time, I've worked in copywriting, UX, SEO and video across B2B and B2C, including regulated areas like health and finance.

This means that I'm very experienced, and a good improviser and problem-solver.

I've also run one of London's best-rated writing groups since 2010, and had short films shown in festivals.



Chris Brosnahan

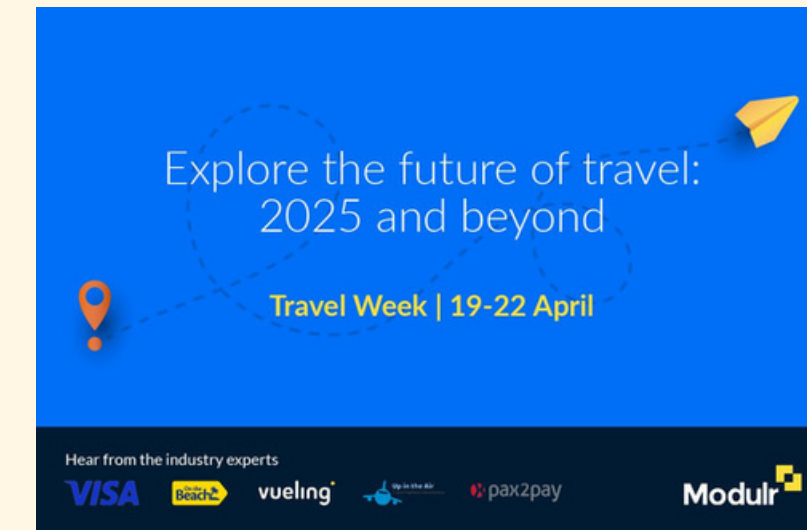
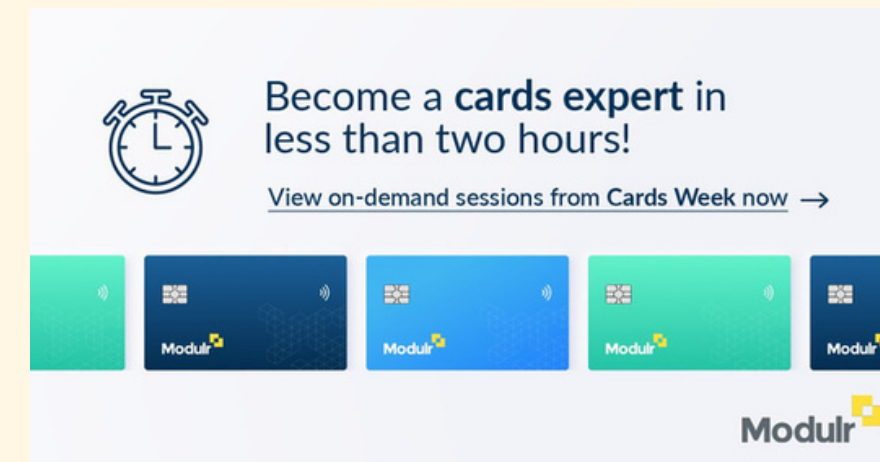
MARKETING CAMPAIGNS

I've run full-funnel B2C and B2B campaigns, including ideation, execution and measurement.

These have included video, social, landing pages, email campaigns and automated trigger responses.

I'm also used to creating all kinds of assets, and have trained on tone-of-voice.

I've project managed multiple campaigns as well (sometimes at once!).



Travel was a new area for Modulr. They asked me to help build their reputation in the area before they launched their payments offering.

I created and produced a full lead generation marketing campaign, based on a survey we commissioned. This included:

- gated ebook
- blog series
- social media
- ads
- email campaigns
- press releases
- studio-based live broadcasts with travel experts from VISA and On The Beach.



EXAMPLE: TRAVEL WEEK



Travel Week was a huge success, deemed one of the company's best marketing campaigns that year.

We far exceeded targets, and raised the profile of our own experts while doing so.

ADS AND ANALYTICS

I've created ads of all kinds and on all platforms, including text, image and video ads.

Through this time, I've regularly reduced CPC and CPA by increasing clicks while more accurately identifying audiences.

Recent ad campaign performance

**Ad performance:
> 100% improvement**

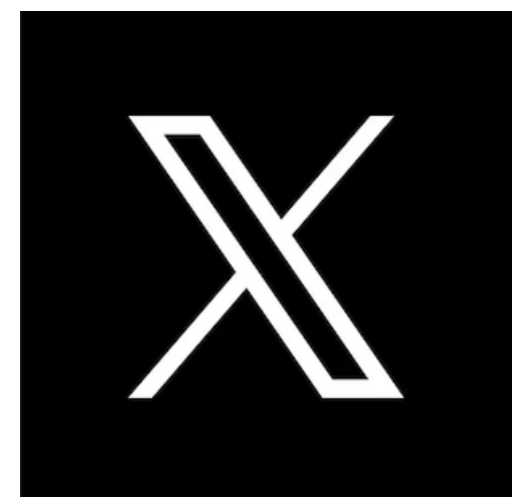
**CPC reduction > 400%
CPM reduction > 100%**



Looker



Google Ads



EMAILS AND CRM

I've created email campaigns for B2C and B2B. This has included, at Modlr, record open and click rates for their newsletters.

I've got experience with multiple platforms, and have adapted quickly to new ones.

In multiple workplaces, I've been the 'How does this work?' go-to person for colleagues.

HubSpot

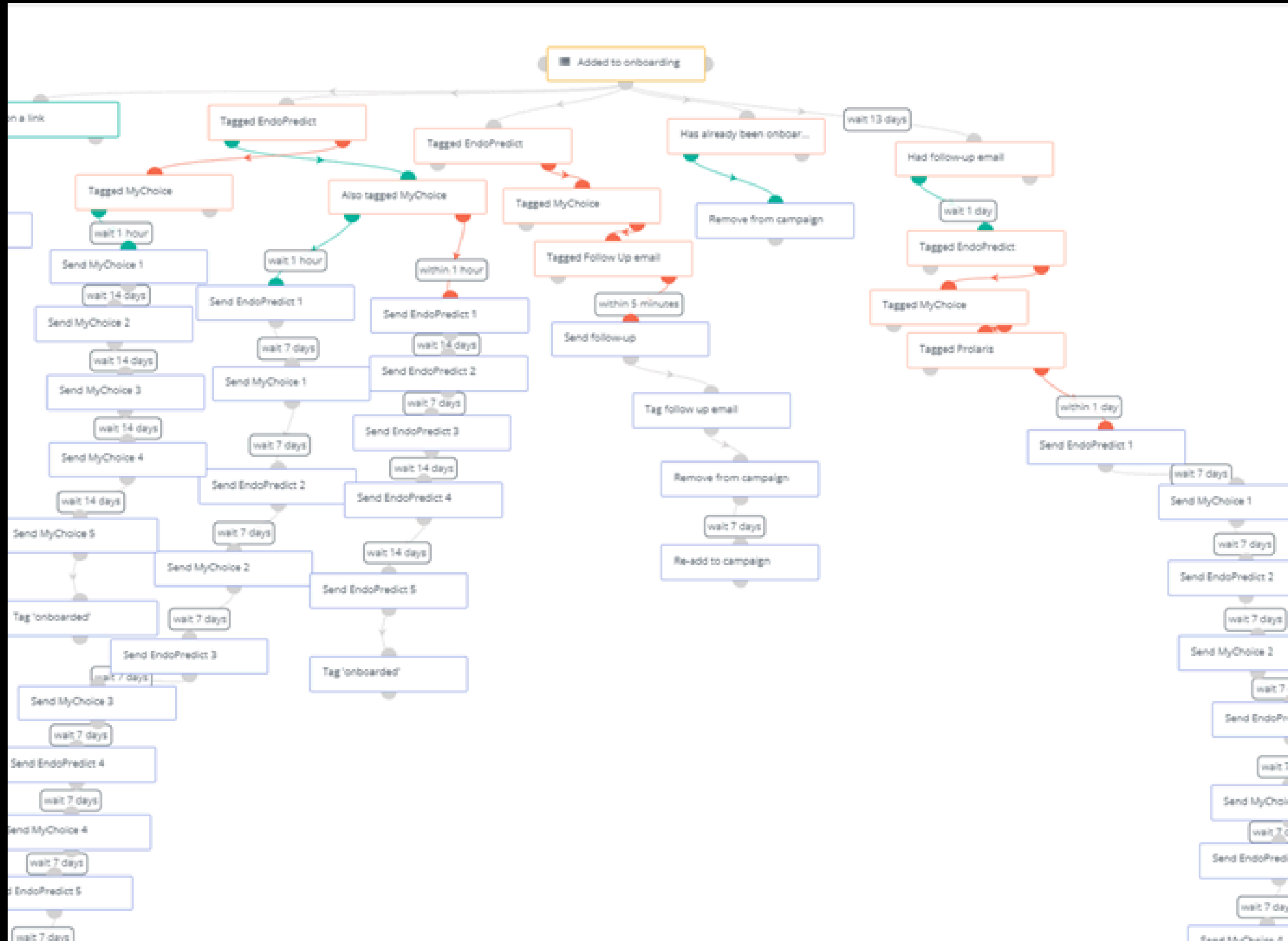


mautic



mailchimp

CRM EXAMPLE



A client had been working with an open-source CRM (Mautic) that had been set up at a previous agency. It wasn't user-friendly and nobody at the client or the previous agency knew how to use it.

I taught myself everything about Mautic, in order to start creating automated, responsive multi-stage onboarding campaigns., which generated some of their highest-ever engagement rates.

**Email open rate
x 2 increase**

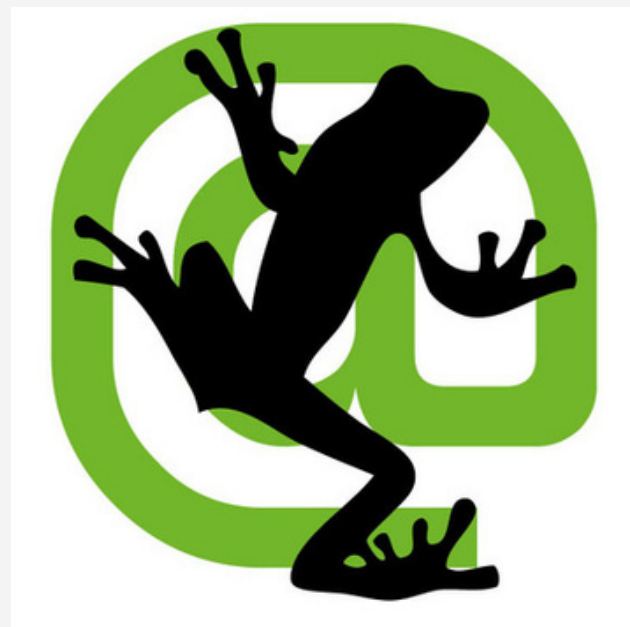
**Click rate
x 3 increase**

SEO

I've worked with SEO since 2012 in various organisations. This has included top 3 positions (and the top position) in seriously competitive keywords.

My approach is on-page focused, based around user journeys, readability and keywords used appropriately.

I'm experienced with SEMRush, Screaming Frog, Ahrefs and GA4, and using them to influence decisions.

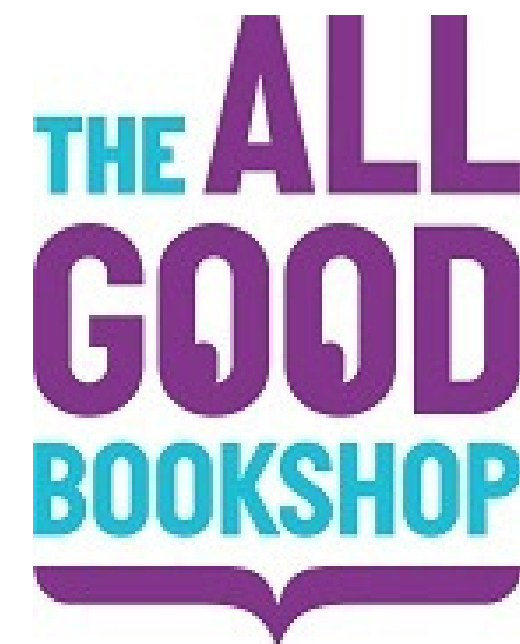


COPYWRITING

I've created blogs, articles, social media posts and webpages pretty much everywhere I've worked. I've also trained groups on tone of voice.

I've had particularly good feedback on taking complex ideas and simplifying them.

My personal blog has been read hundreds of thousands of times, and I've had magazine articles published, as well as two books and multiple short stories.

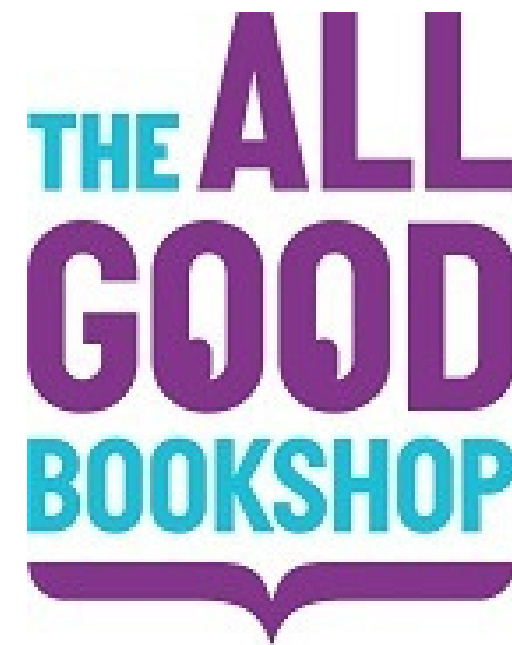


UX

I've worked on UX audits and implemented changes for multiple organisations.

My approach is to focus on user journeys and pain points, in order to remove barriers and simplify conversions. And this has made major differences in multiple organisations.

I've used GA4 and HotJar to monitor results and make further changes.



UX EXAMPLE

Implementing open banking during a loan application process had driven away a huge amount of customers.

I was asked to look at the journey and make improvements. I realised the open banking journey created a disconnect, as it hadn't been explained properly that the user would be directed to a different site.

By slowing the journey down, explaining it better, and adding FAQs and a short video, we saw a huge improvement.

**Conversion rate
improvement x 2**

**approved for a loan
of £700**

To finish your application we just have to quickly check your banking transactional information. We will need your approval to do this.



Why?

As a responsible lender we want to make sure you can afford your loan. The quickest way to do this is by checking your income and expenditure.

**approved for a loan
of £200**

To complete your application, we just need to quickly check your recent bank transactions using consents.online. We will need your approval to do this.



Why?

Because you've used us a number of times, we want to make sure further credit is affordable. We do this by having a quick look at your recent income and outgoings.

CMS

I've used all kinds of content management systems, including bespoke ones (and even editing a HTML notepad file live on a server!).

I've created training assets for colleagues to teach them how to use these platforms as well.



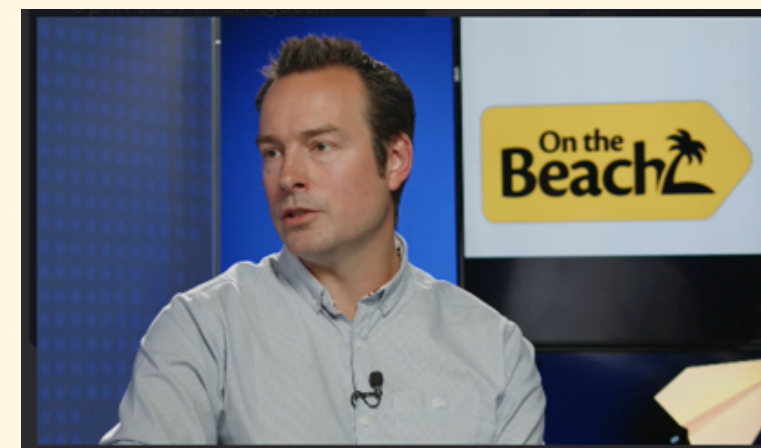
CONTENT CREATION

I'm an experienced filmmaker and photographer. I've had short films shown in multiple festivals. I can produce, direct and edit and am experienced in DaVinci Resolve and Adobe Premiere Pro.

I've also produced and directed live studio broadcasts and podcasts, and filmed live events and performances as well. I can work solo or with a crew.

My photos have been used by multiple places I've worked for, including for web pages, product shots, headshots and ads.

"The best video we've had" - 60 Hour Shakespeare



THANK YOU

If you'd like to talk to me about a project, please get
in touch.

I'm available for ad-hoc work, contract work or
consulting on an hourly or daily basis.

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