

# Chris **BROSNAHAN**

Portfolio

# ABOUT ME

Hi! I'm Chris, a London-based freelancer.

I've been working in content and marketing for 15 years across B2C, B2B and diverse sectors like health, finance and legal tech.

In some places, I've basically been their marketing department. So I'm experienced in copywriting, content campaigns, UX and SEO, while also being a strong video maker and editor.

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, made award-winning short films and had novels and novellas published. I even ghost-wrote something for Kerry Katona once.

Take a look through and get in touch!



**Chris Brosnahan**

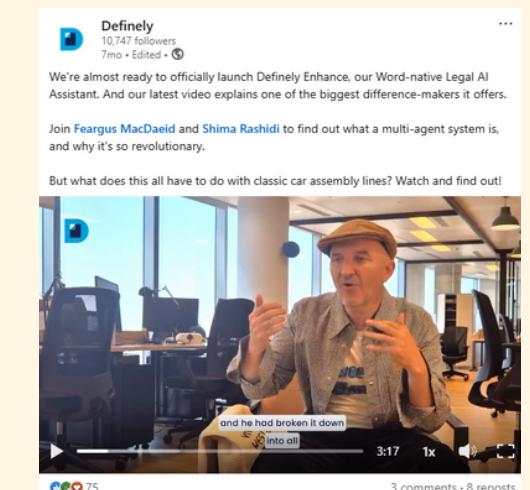
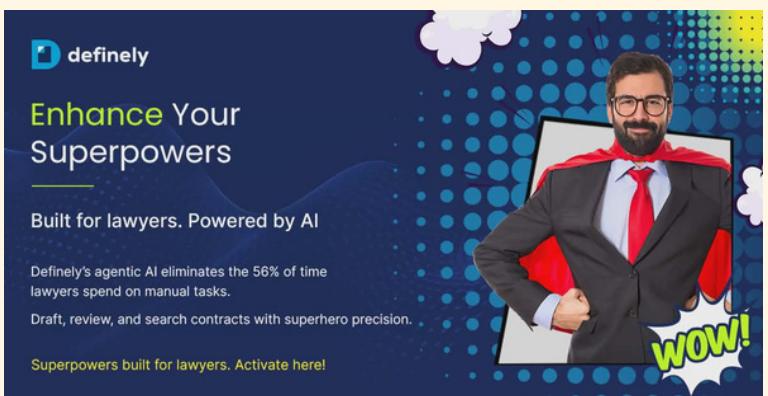
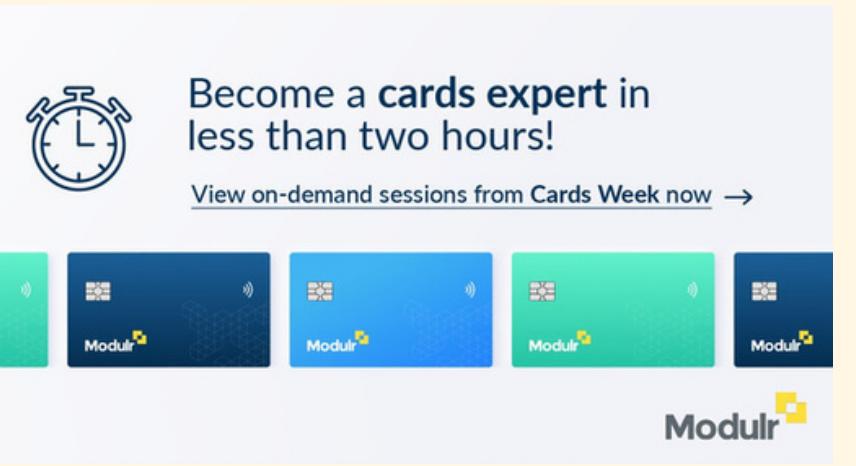
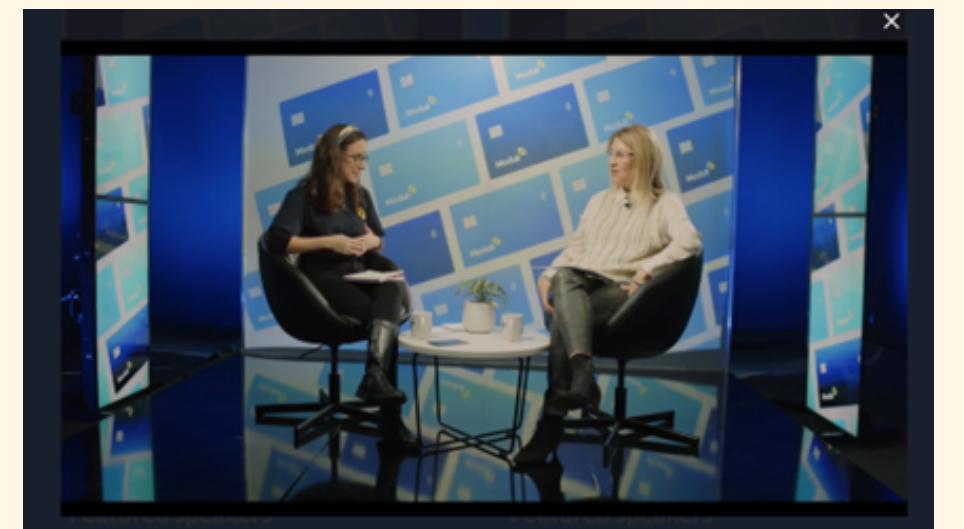
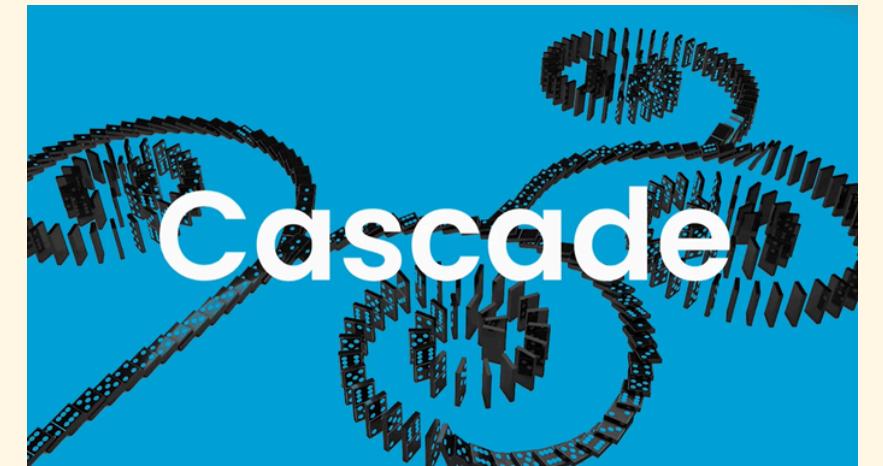
# MARKETING CAMPAIGNS

I've run full-funnel B2C and B2B campaigns, from ideation to execution.

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

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

I've project managed multiple campaigns as well (sometimes at the same time!).

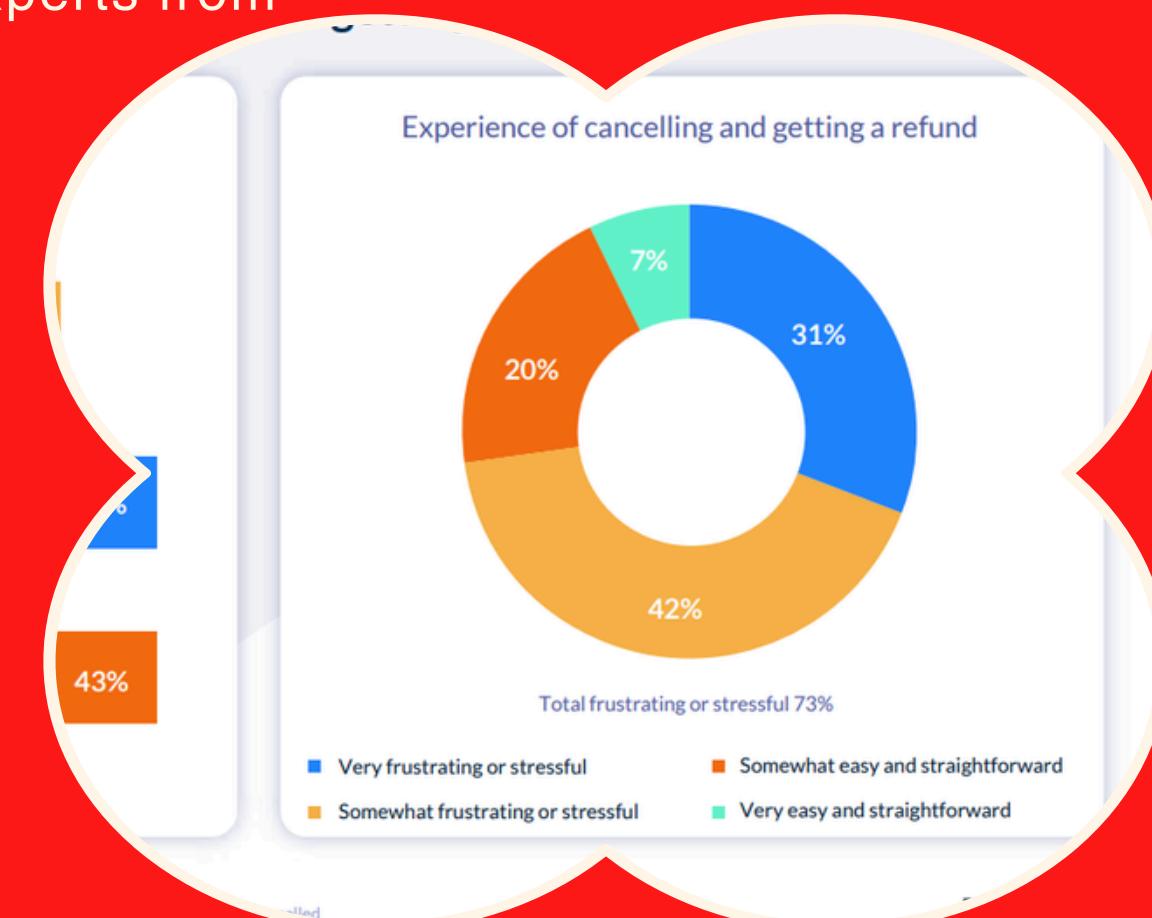


Travel was a new area for Modulr. They asked me to help build their reputation in the area before they launched their payments offering.

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.

## Travel Survey 2022 Research results



# 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 METRICS

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. This has led to, at times, huge changes.

## 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 Modulr, 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.



mautic



Loops

mailchimp

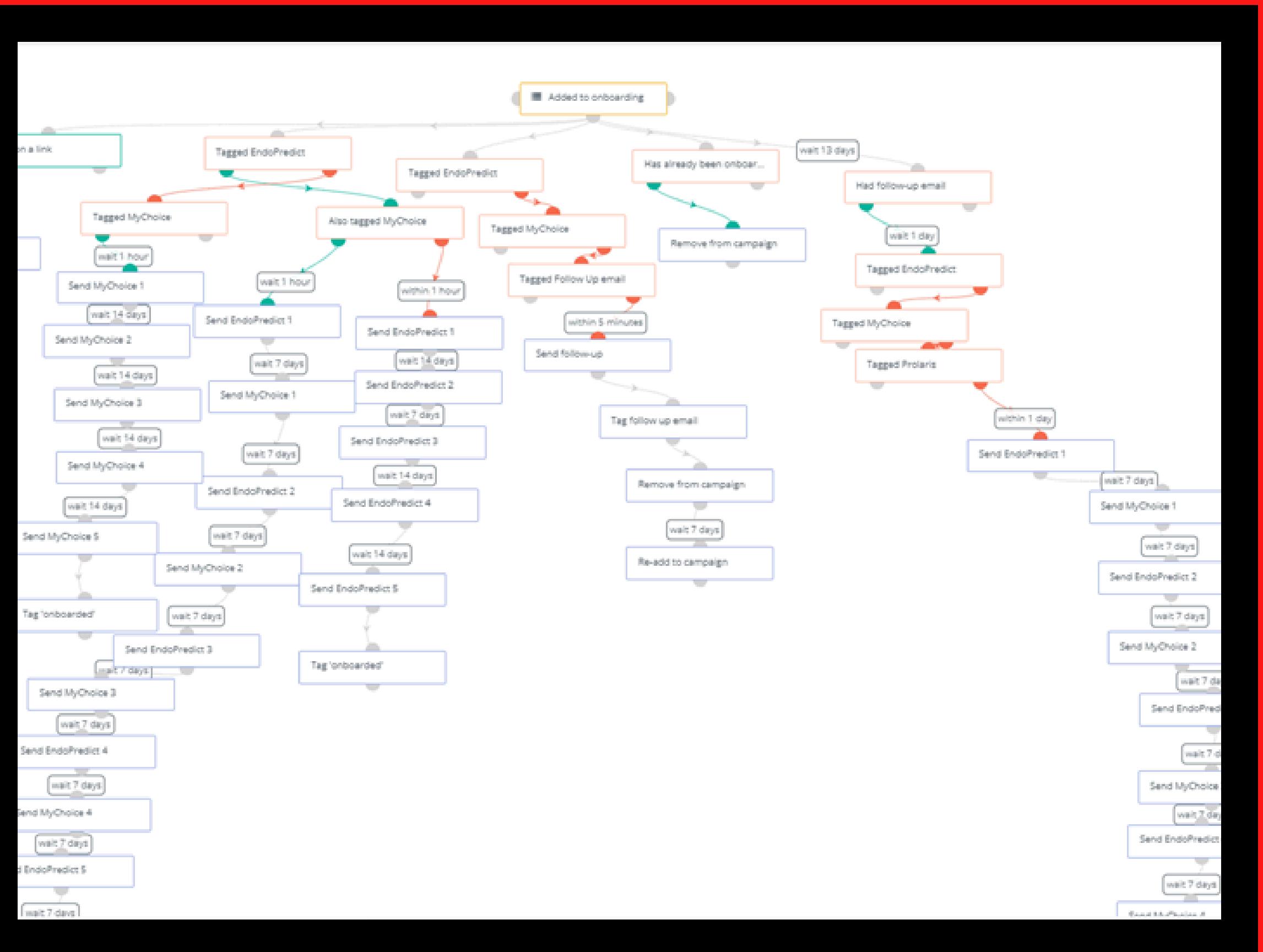
# CRM EXAMPLE

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. This generated some of their highest-ever engagement rates.

# Email open rate x 2 increase

## Click rate x 3 increase



# SEO / GEO

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.

Because I focus on content and information, this is also strong content for AI browsing. I can also put together the technical files that AI bots use to better understand your site and content.



# COPYWRITING

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

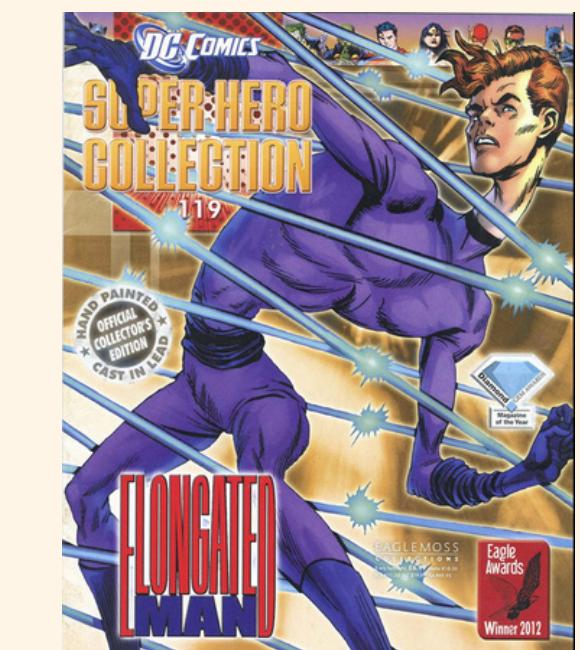
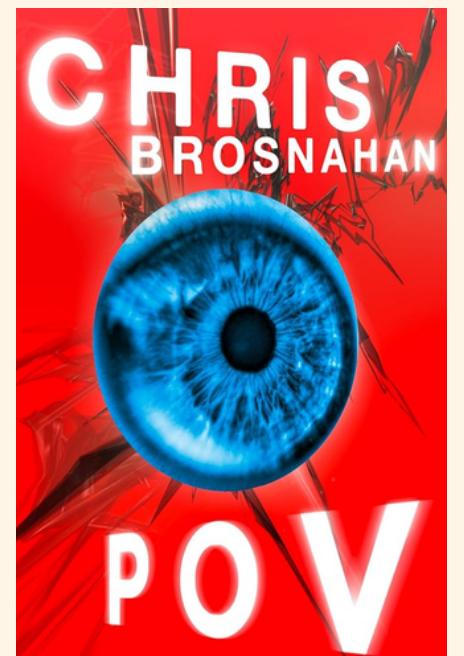
I've had particularly good feedback on taking complex ideas and simplifying them.

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.

wallacehealth

KORN FERRY

THE ALL  
GOOD  
BOOKSHOP



definely

unicef

Drafty

Lending stream

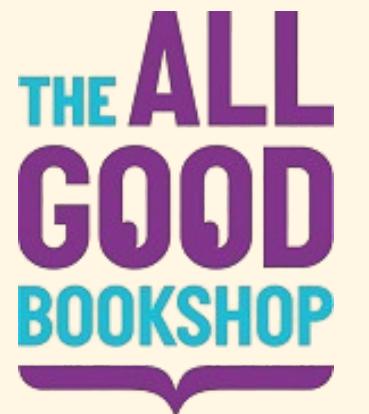
Modulr

# 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 can also implement changes in multiple CMS and have had strong feedback for my web design.



# 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](https://consents.online). We will need your approval to do this.



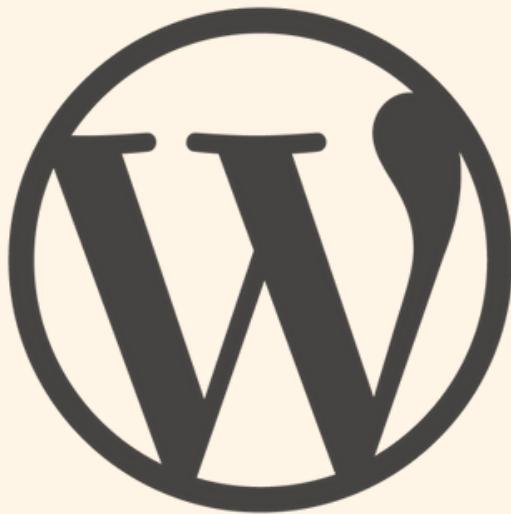
### Why?

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.

# Web Design

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.

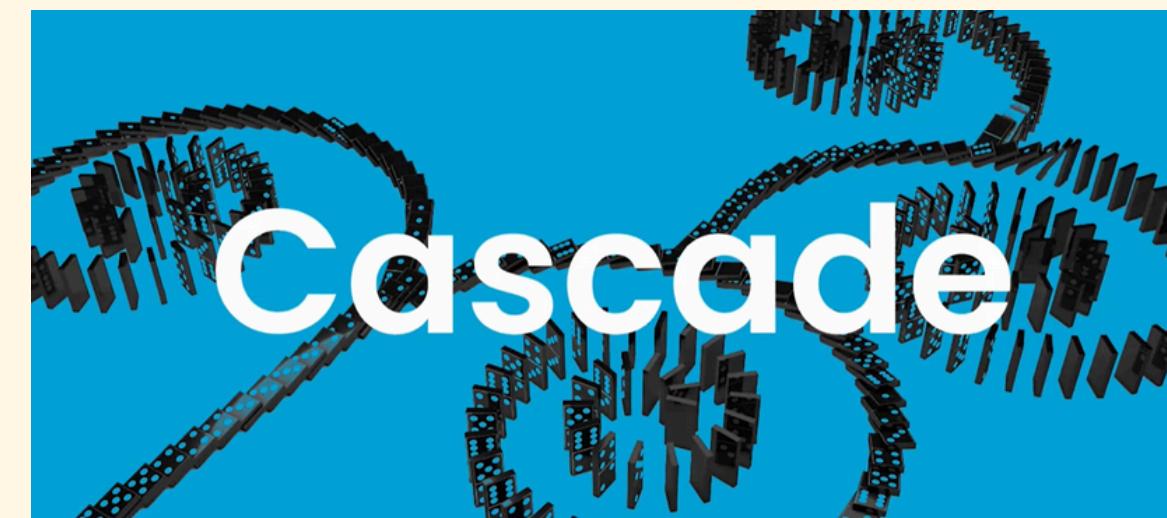
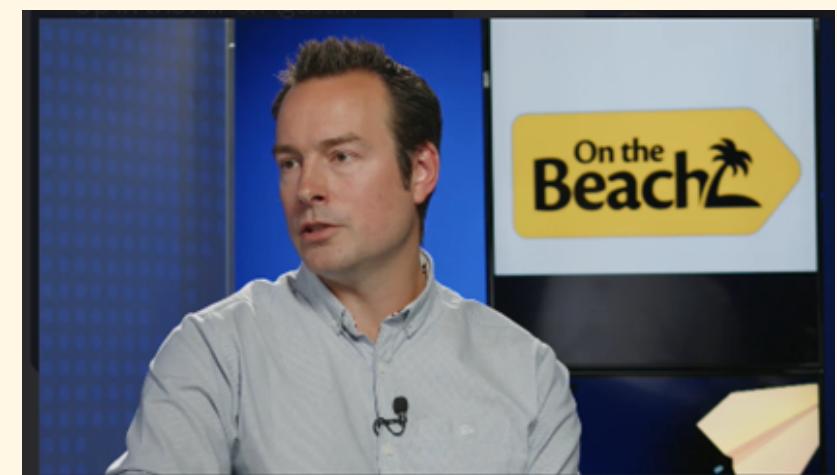
"The best video we've had" - 60 Hour Shakespeare



 **RATHBONES** 

 **Modulr**

 **definely**



# 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.

[linkedin.com/in/chrisbrosnahan](https://www.linkedin.com/in/chrisbrosnahan)

[christopherbrosnahan@gmail.com](mailto:christopherbrosnahan@gmail.com)

[chrisbrosnahan.com](http://chrisbrosnahan.com)