Georgie Judd

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Personal profile

An energetic, personable professional, with a successful track record working predominantly in marketing, travel & education. Currently working remotely as a Marketing Specialist & Private Language Tutor.

- Degree-educated, with full professional efficiency (both written & verbal) in Italian, French and Spanish
- Excellent writing and proofreading skills
- Proficiency in social media platforms and email marketing
- Exceptional ability to write SEO-friendly copy and build content strategy
- Google and Social PPC ad set up and maintenance
- Experience in website management and optimisation
- Able to market to tight deadlines in numerous styles and contexts
- Highly experienced in contracting, negotiation and communication with clients/suppliers
- Experience managing teams and individuals with an efficient, tactful approach
- Strong commercial awareness and creatively inclined
- Abundant translation and teaching experience – with excellent organisation and presentation skills

Education History

2011 - 2015: **University of Southampton (including year abroad).**
- **BA (HONS)** MODERN LANGUAGES (FRENCH, SPANISH & ITALIAN) **2:1**

2009 – 2011: **Totton College.**
- A2 French (**B**), A2 English Literature and Language (**B**), A2 Psychology (**B**), AS Italian (**B**), AS Performance Studies (**B**), GCSE Italian (**A***), GCSE Spanish (**A***), Key Skills level 3 (**PASS**)

2005 – 2009: **Hardley School.**
- GCSE French (**A***), 10 GCSE A* - B's, including English (**A**), Science (**A**) & Mathematics (**B**).

Work Experience

January 2022 – *Present*: **CEO, Founder & Marketing Specialist, InsightBooster, Remote**
Handling comprehensive marketing responsibilities for diverse private clients spanning various industries. Services encompass PPC ads, SEO, copywriting, email campaigns, social media, imagery, graphic design, analytics, web development, and more. As founder of InsightBooster, I have continually adapted strategies to deliver exceptional results to each individual client.
- Creating Marketing Plans tailored to my clients and their businesses.
- Crafting digital strategies to elevate clients' profiles, driving substantial traffic, and enhancing reputation.
- Developing engaging copy that resonates with target audiences to achieve higher engagement rates. Knowledgeable about SEO tools and strategies, including keyword research and on-page optimisation to enhance search engine rankings.

- Designing and executing impactful email campaigns to maximise conversions.
- Devising and implementing effective social media strategies across various platforms for enhanced brand visibility.
- Creating and optimising digital advertising campaigns to expand reach, including Google Ads and Facebook Meta.
- Designing captivating visual content using resources such as Adobe Creative Suite and Canva.
- Utilising various web analytics platforms to measure and track website performance (including Google Analytics, Google Search Console and Google Tag Manager).
- Leveraging expertise in web development to create seamless online experiences using platforms like WordPress, Squarespace, and E-commerce such as Shopify and WooCommerce.
- Successfully managed and executed multiple web development projects, including the creation of landing pages and redesigning entire websites.
- Effective communication skills for collaborating with both technical and non-technical stakeholders.

May 2024 – March 2025: **Communications Officer, NHS Health Research Authority, Remote**
Managing and coordinating the organisation's internal and external communication strategies, ensuring consistent messaging and effective public relations.

January 2024 – August 2024: **Marketing Specialist, Bullard Law, Remote**
As a Marketing Specialist at Bullard Law, I was responsible for developing and executing comprehensive marketing strategies to elevate the firm's brand visibility and attract potential clients. My role involved leveraging various digital marketing channels and content creation to engage our target audience effectively.

December 2021 – April 2025: **Marketing Strategist & Copywriter, Indie Law (A Trademark Law Firm), Remote**
As a Marketing Strategist & Copywriter, I bring a unique blend of creativity and strategy to the table. My work contributed significantly to the organisation's success by creating compelling content, managing Google and Facebook Meta ads and executing well-thought-out marketing initiatives that consistently engage, convert, and retain customers.
- I crafted engaging and persuasive weekly email content to connect with our audience, delivering valuable insights, and driving conversions.
- My creativity shines through in daily social media posts across LinkedIn, Instagram, and Facebook, where I told compelling brand stories and engaged with our audience.
- In charge of implementing our marketing strategies, carefully analysing market trends, competition, and audience behaviour to develop effective plans.
- Together with the team, I managed our Google Ads & Facebook Ad campaigns, I ensured our brand gains visibility through strategic keyword selection and ad optimisation. I also crafted persuasive ad copy for Facebook Ads and targeted the right demographics to enhance brand awareness, reach new audiences, and deliver measurable results.
- I connected via LinkedIn with potential leads and decision-makers in a personalised and strategic manner to create and nurture valuable business relationships.

February 2022 – March 2024: **Marketing Manager, Augmentas Group, Remote**
Responsible for managing the company's marketing initiatives, including PPC ads, website maintenance, content production, marketing strategy and planning.
- I developed digital strategies to boost Augmentas Group’s reputation and drive qualified traffic.
- I produced valuable and engaging content for the website, attracting and converting target groups.
- I created, approved, and oversaw marketing material, including online copy, hard-copy banners, brochures, leaflets, and case studies.
- I created and implemented all internal marketing communications, including monthly emails, newsletters and other correspondence.
- I organised company events and trade event attendance, overseeing logistics, coordinating with

staff, and ensuring seamless execution to maximise brand exposure and cultivate industry relationships.
- I built strategic relationships for cross-promotion with industry players, agencies, and vendors.
- I supervised and mentored interns to optimise marketing strategies, drive successful outcomes, as well as supporting team growth and development.
- I utilised image and video editing tools to enhance visual content and maintain brand consistency across marketing materials/online platforms.
- I conducted competition analysis, backlink management, and lead growth. Analysed consumer behaviour and adjusted campaigns accordingly. Measured overall performance against goals.
- I experimented with organic and paid acquisition channels, including content creation, SEO, pay-per-click campaigns, and social media.
- I managed Google Ads campaigns to drive targeted traffic and increase conversions.
- I developed and executed monthly email campaigns to nurture leads and maximise conversions.
- I redesigned company WordPress and Squarespace websites for improved user experience.
- I prepared and monitored the marketing budget.
- I made use of various resources and analytics software on a weekly basis, such as WordPress, Squarespace, Canva, Adobe Creative Suite, Google Analytics, Social Media Analytics (LinkedIn, Facebook & Twitter), Google Tag Manager, Google Search Console, Google Ads, Zapier, Semrush, Hotjar, Mailchimp/CampaignMonitor, among others.

June 2018 – February 2022: **Product Executive, Serenity Holidays, Fareham**
Bolstering brand awareness through content production and management as well as delivering saleable, competitive and profitable travel products within the commercial team.
- In charge of pricing, building strong relationships with suppliers and delivering across the entire spectrum of communications, including writing content and developing our marketing campaigns.
- I created and proofread all the online content for the Places brands. This included content for our blogs, videos, email campaigns, product content, web pages and online advertising.
- I also worked closely with our internal design team to help design and produce content for a range of printed materials, from destination guidebooks and brochures to direct mail and press advertising.
- I managed our Facebook and Twitter channels through Sprout, posting daily and ensuring consistent engagement with our followers. I also monitored our Instagram and LinkedIn networks. Using MailChimp and Canva, I created the content and design the templates for our email marketing, segmenting our data according to the purpose of the email.
- I worked with our digital team and became familiar with Google Analytics to study our website's performance and refine the company's digital marketing strategy.
- I single-handedly managed the Sardinian Places blogs, writing well-researched and SEO-optimised blog articles in keeping with the brand identity.
- Together with the marketing and digital teams, I brainstormed new ideas for our content marketing strategy where we carefully put together marketing plans and our editorial calendar.
- I engaged regularly with external partners and suppliers.

June 2017 – January 2018: **Group Manager – Operations, Contracts & Product, Specialist Journeys LTD, Salisbury**
Leading my team to drive on growth through the setting of strategic targets and owning the product development process from start to finish.
- The role involved team management, contracting and pricing responsibilities. I was involved in planning, producing and proofreading printed content, particularly for the Andante Travels brochure.

March 2016 – May 2017: **Operations Executive & Tour Manager, Specialist Journeys LTD, Salisbury**
Delivering exciting tours for archaeology enthusiasts in a high pressure working environment.
- Creating complex itineraries, booking sites/restaurants, liaising with hotels and agencies, budgeting and recording payments, and preparing administrative documents.
- I independently researched destinations, which greatly assisted in writing and proofing our brochures to ensure content is accurate and suitable to the target demographic.

- As Tour Manager, I managed groups, with an average of 25 people, for the duration of their holiday. Excellent leadership and presentation skills required, receiving highly rated feedback.

April 2014 - *Present*: **Multiple teaching projects – Private tutoring, French Language Lecturer (Totton College) / Italian/Spanish Language Lecturer (Romsey School) / Teaching assistant (CEIP San Sebastian, Madrid, Spain), French Club Coordinator (Local Hampshire-based primary schools), Pre-sessional Advisor (Southampton University), Student Mentor (Miltoncross School)**
Worked in many capacities teaching adults and children alike.
- The most prominent include a year-long experience teaching in Madrid, Spain to primary school children, teaching adults in the evenings at Totton College and Romsey School, running a French club across several local primary schools, teaching business and English skills workshops at university as a Pre-sessional advisor, and I am particularly proud of creating my own business teaching languages to private students in-person and online.

November 2012 – June 2015: **Multiple University roles – Ambassador, Telephone Helper, Clearing Admissions Representative (Southampton University), Student Orientation Assistant (Portsmouth University), Student Consultant (Harbour Hotels Collection/IBM).**
As a proactive and hard-working individual, I took on numerous university roles helping students find their way (both literally and figuratively) while developing my networking and public speaking skills.
- As Ambassador tasks involved on and off-campus activities, including Campus Tours, Open Days, taster events, and School residential visits. I visited schools and colleges, careers and higher education fairs, and delivered presentations to thousands of prospective students on higher education. Several roles over the telephone, had a polite telephone manner, worked well under pressure and took initiative to assist student needs. As a Student Consultant, worked as the Project Manager of the consulting team aiding the client of luxury hotels create a loyalty programme.

June 2010- March 2021: **Other roles - Receptionist (Applemore Health & Leisure centre), Kiosk supervisor (Beaulieu Motor Museum), Sales representative (Disneyland Paris), Retail selling assistant (John Lewis Southampton), Communications Assistant (Appletree Court, New Forest District Council)**

Language Skills

· English: Mother tongue · Italian: Fluent · Spanish: Advanced · French: Advanced

Other Responsibilities / Achievements / Skills

- 2013 - *Present* – **Created my own business**, offering language tuition for adults and children alike. This involves liaising with clients, and marketing to source new students. References available on request. I also have set up my own **Marketing Consultancy (InsightBooster)** working with individuals and businesses to boost marketing performance.
- I continue to **grow my skills** including currently undertaking short courses with Coursera (Web Design for Everybody: Basics of Web Development and Fundamentals Of Graphic Design).
- **Strong PC skills**, including mastery of all Microsoft Office products.
- Trained in **Business Skills for Employability**, **International Economics**, **Translation Theory and Practice**, **Public Service Interpreting** and **Consultancy**.
- September 2009 – Obtained my GCSE results a year early, which as a result had allowed me to begin university a year in advance.

References are available on request.