



KATIE NICHOLLS

CONTENT WRITER

PROFESSIONAL EXPERIENCE

Direct Line Group
May 2021 - Current

Content Creator

At DLG, I am a core member of the Online Sales Experience squad, contributing daily to brochureware content decisions and creating Quote & Buy journey improvements. Utilising a range of analytics, I create strong content that both reassures existing customers and offers a strong sales message to potential customers.

Alongside this, I work closely with DLG Magazine, ensuring our knowledge and expertise shines through as a leader in the insurance space.

Three UK
Dec 2020 - May 2021

Communications Specialist

Working in Internal Communications for the Retail function at Three, I was responsible for four key pillars of communication; internal social media, recognition, supporting our people and customer experience. By creating solid communications plans and executing strong deliverables, I ensured communication between the core function and the Retail teams were united. This included managing a large volume of projects and stakeholders, liaising with various senior leaders and creating a range of content, from intranet articles to social posts and all manner of things in between.

In just a few months, I drove engagement within the internal Facebook group from 500 people to 2000, through an effective social strategy.

Three UK
Mar 2018 - Dec 2020

Digital Content Writer & Editor

I held a core responsibility for Support and Commercial content across customer and advisor-facing digital platforms.

This involved creating on-brand, data-driven content for customers across Three's website, blog, app and marketing campaigns. I led several largescale projects, including the implementation of New Pay As You Go, Three Insurance and launches for new Samsung and iPhone devices. Championing SEO improvement projects across the Three site, I helped achieve a 20% increase in overall site health, as well as driving a 203% completion rate against targets. Working on newsletters, I have also increased engagement from 0.18% to 0.57%, and tripled the number of clickthroughs.



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Katie Nicholls Content Creation
May 2019 - Present

PROFESSIONAL EXPERIENCE

Freelance Content Writer

At KNCC, I run my own independent freelance content writing business. This involves creating a widespread range of content for print, social media, web and blogs, as well as acting as an editor for others' existing work. Within this position, I have recreated entire websites of written copy, written an array of social media advertising and written eBooks, blogs and articles spanning a variety of industries.

Microsoft
Sept 2016 - Mar 2018

Partner Development Manager

Working at Microsoft, I engaged with partners that had a vested interest and desire to build new practices and capabilities within their business. I involved the relevant support, resources and colleagues for these partners and helped build and develop their strategies. As part of this, I was able to grow partner revenue and visibility within Microsoft.

Lancaster University
2013 - 2016

EDUCATION

English Language and Linguistics

Bachelor of Arts with Honors. During education, achieved the Lancaster Award for services to the community and educator.

SKILLS

Agile working & Jira
Adobe Analytics suite
Corporate communications
SEO principles
Document management
Editorial & copywriting
Google suite
Print media content writing
Google Digital Marketing Fundamentals
Microsoft Office
Wordpress & KANA CMS

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