

JON PARTRIDGE | CURRICULUM VITAE

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Content marketing professional with over 10 years of experience, passionate about bringing ideas to life.

Employment

Freelance creative producer • July 2024 - present

Freelance content and marketing producer for hire, across editorial, social, digital, and communications. Clients include Red Bull Media House, EA Sports, Fellowkids, Esports World Cup Foundation.

- Creative producer with skills across writing, subediting, design, project management, and account management. Areas include social media, press releases, online publications, magazines, video scripts, blogs, content strategy, and more.

Commis chef, Solina • September 2024 - present

Part-time prep chef and kitchen support in a thriving pasta restaurant based in Bath city centre.

Key marketing account manager, Project N • December 2019 - July 2024

Senior account manager and producer, working across key clients, including Riot Games, Epic Games, Red Bull Media House, Bandai Namco, GAME, Talent Digital Art, and OMEN by HP.

- Led cross-functional teams in delivering a range of high-quality, engaging digital marketing content to tight and demanding deadlines. Areas include editorial, video, social media, community management, SEO, and web development.
- Drove new approaches to digital growth and engagement on social media platforms for the agency and for clients.
- Supervised in-house creatives to create digital deliverables through clear written briefs. This included approving work in line with brand guidelines and tone of voice, as well as directing research, subediting, and providing accurate feedback.
- Managed resources in line with budget and demand, allocating personnel according to skills, expertise, and cost.
- Experienced in agile project management processes to deliver projects on-time, on-budget, and well documented.
- Led workshops on branding, tone of voice, and content strategy with clients for social media and online publications.
- Implemented improvements to marketing activity across channels through data analytics for a range of clients.
- Conducted thorough quality assurance across projects, from digital web builds to editorial-led publications, including content management system best practice and process improvements.

Senior consultant - Content & Social, Archetype • September 2018 - December 2019

Senior content producer for a diverse set of clients all over the globe, including Red Bull, Microsoft, and Riot Games.

- Oversaw production and delivery of editorial, social, and video content for clients in the technology and gaming sectors.
- Built positive client relationships and managed expectations.
- Led on creative development, including workshops with clients to identify values, tone, and purpose.
- Developed and implemented SEO content and social media strategies for partners across major platforms.
- Commissioned and managed a roster of freelance content creators, producing articles, videos, and photo shoots.

Creative producer - Content & Social, Text100 • November 2015 - September 2018

Created creative content to daily deadlines. Ranging from video, infographics, editorial, podcasts, newsletters, and more. Clients included Red Bull, Bupa, TUI, Channel 5, Vodafone, Tata Communications, IBM, Cisco, and Microsoft.

Staff writer, Republic Publishing • November 2012 - November 2015

Produced daily content for international blogs and verticals within the worlds of action sports, video games, and technology. Clients included Channel 5's The Gadget Show, Red Bull UK, and Red Bull Media House.

Education

Brunel University, 2009 - 2012

Games Design & Creative Writing (Hons.) BA **2:1**

Skills

- Copywriting and editing • Project management and account management • Content management • SEO optimisation
- Clear communication and presenting • Microsoft Office Suite, Google Workspace, Adobe Creative Cloud

Achievements

Games Media Awards 2016 - Red Bull Games - Best Coverage by a Mainstream Media Brand (Nominated)

Esports Industry Awards 2016, 2017 - Red Bull Esports - Best Esports Coverage Website (Nominated)

MCV Awards 2017 - Red Bull Games - Media Team of the Year (Nominated)

Esports Awards 2020 - LEC - Esports Content Team of the Year (Won)

Creative Bath Awards 2023 - Agency (Finalist)