

# Chanelle Leslie

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chanelleleslie.com

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## *Work History*

### *SEO & Audience Development Specialist*

#### **f+w, a content & ecommerce company**

*September 2014 – Present*

- Part of a small team at a global lifestyle publishing company beginning to move into ecommerce
- Developing user interface strategies and marketing copy for 150+ websites & 400+ social media accounts
- Training editorial teams, managing interns, and editing freelance work
- Creating and implementing style guides
- Interpreting web analytics and reporting to C-suite & marketing directors
- Troubleshooting poorly performing sites
- Heavily involved in highly technical SEO, using an understanding of HTML, CSS and Javascript
- In charge of creative strategy for refining UX on landing pages designed for both email acquisition and ecommerce conversion
- Proven success across Pinterest, Youtube, Reddit, Facebook, and editorial landing page projects with various lifestyle brands that cross numerous audiences

### *Journalist/Photographer, Murray Valley Standard*

#### **Fairfax Media**

*October 2011 – May 2013*

- Worked full-time for a national newspaper network
- Generated content for a wide audience, including covering council affairs, urban growth, education and health
- Created and nurtured a network of contacts
- Managed social media & wrote advertising copy
- Awarded and acknowledged by the SA Country Press, the Australian Federal Government, and Do Something Near You.

### *Business Journalist*

#### **Key Media**

*December 2013 – July 2014*

- Head journalist for a leading B2B publication, managing email lists, social media and site content
- Was promoted to lead split testing and content strategy for the US arm of the global company
- Doubled on-site engagement, web traffic and Twitter followers within weeks
- Created dedicated social media graphics

### *Content Producer*

#### **Kwasi Studios**

*May 2013 – September 2013*

- Blogged for commercial clients with global reach in B2B & B2C arenas
- Managed social media & trained client teams
- Created digital content strategies
- Developed voice & tone style sheets
- Wrote copy for web with SEO values in mind
- Updated clients on SEO & social media news

### *Content producer*

#### **Freelance**

*2010 – 2013*

- Marketing services including blogging, copywriting, videography, photography and basic graphic design
- Generated content for both B2B and B2C clients, including retailers both online and brick-and-mortar
- Grew a personal following of thousands and large network of influencers I still call on today
- Hired for marketing campaigns for global commercial brands

# Skills

*Advanced*

**Microsoft Excel**

*Since 2013*

*Advanced*

**Google Analytics & Webmaster Tools**

*Since 2012*

*Advanced*

**Tweetdeck, Hootsuite & Buffer**

*Since 2011*

*Intermediate*

**Adobe Suite**

*Since 2011*

*Advanced*

**Brightedge**

*Since 2015*

*Advanced*

**Advanced Web Ranking**

*Since 2014*

*Advanced*

**Moz**

*Since 2012*

*Competent*

**Google Tag Manager**

*Since 2015*

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## Education & Academic Affiliations

*B.A., Journalism, sub-major in Law*

**University of South Australia**

- Specialised in feature writing
- Highly skilled in photography
- Trained for broadcast
- Trained in Teeline shorthand
- Completed one semester at Colorado State University

*Initiated member*

**Kappa Kappa Gamma Fraternity, Inc.**

*Epsilon Beta chapter*

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## References

*Senior journalist, Murray Valley Standard*

**Peri Strathearn**

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[peri.strathearn@fairfaxmedia.com.au](mailto:peri.strathearn@fairfaxmedia.com.au)

*Former Chief Digital Officer, f+w media*

**Chad Phelps**

*Details available upon request*

*Vice president, Key Media*

**Cathy Masek**

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*CEO, Kwasi Studios*

**Woj Kwasi**

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