

Jon Moody

Blackheath, London, SE3

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Profile

Experienced, successful and highly enthusiastic Digital Content Editor with an exceptional eye for detail. I'm results-driven, with a passion for producing popular, shareable content. I developed and was fully responsible for FHM and ZOO's online output, becoming followed by millions – achieving a record 83m page views in a month, a four-fold increase in revenue and a top 10 grossing app. This earned me several Bauer award nominations. I've also written some of the most popular topical sport content on The Mirror, produced all digital marketing materials for a luxury events company, developed my own lifestyle brand, and more. I'm keen to utilise and expand my skill set in my next role making genuinely great digital content.

Key Skills

- Highly computer literate: including Microsoft Office and Adobe Creative Suite.
- Social expertise: highly proficient with all social media platforms and execution of content on them.
- Effective insight: highly experienced in Google Analytics reporting and SEO optimisation.
- Stakeholder management: ensuring all projects are delivered on time with maximum satisfaction.
- Driven: created my own social media brand, which gained over 5m video views within a month.
- Creative thinking: original ideas and approaches are vital to attract new and existing audiences.
- Team player: belief in effective teamwork achieving greater results for everyone in any company.
- Self-starter: an essential trait to create success in an industry that never switches off.
- Eye for detail: passionate about producing error-free, beautiful content people want to share.
- Full, clean UK driving licence.

Work History

Livett's Group | Digital Content Editor | 2016 – Present

- Creating and managing all digital and marketing content for Thames Luxury Charters and Livett's.
- Delivered a new website for Thames Luxury Charters, instantly increasing traffic by 50%.
- Senior stakeholder management, influencing directors on digital strategy and training colleagues.

Trinity Mirror | Mirror Football Writer | 2016 – Present

- Covered over 50 live major football events, writing breaking news, topical spins and features.
- Content with social media readers prioritised – resulting in regularly topping Mirror.co.uk's live traffic.

Bauer Media | Executive Content Director & Digital Editor | 2011 – 2016

- Fully responsible for creating, maintaining and growing all of ZOO's digital output, including:
 - ZOOToday.com – broke a Bauer company record with 83m page views in a month.
 - ZOO App – made it a top 10 grossing app in the App Store.
 - Social media – grew combined audience to over 3m people, including Facebook and Twitter.

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- Created and curated all content in special farewell issues of FHM and ZOO, totalling 260 pages.
- Successfully pitched and negotiated numerous advertising deals and campaigns with various clients.
- Developed non-traditional revenue streams which led to a four-fold increase in revenue.
- Regularly relied upon as deputy in charge of the magazine, having final say on proofing the issue.
- Managed the Deputy Digital Editor and developed their skill set.
- Responsible for producing all regular magazine content, including news spins, sport and features.
- Controlled all output across FHM's social channels, then the UK's biggest online lifestyle brand.
- Produced lifestyle news and features on all FHM platforms, including their biggest traffic of the year.

Education

2008 – 2011

University Of Surrey

Media Studies (BA Hons) 2:1

2000 – 2007

Colfe's School, London

3 A Levels: Media Studies [B], Business Studies [B], Politics [B]

9 GCSEs A-B: Including English, Maths and Science

References available upon request