



Phillip Forbes

Content & SEO Specialist

Contact

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Professional Summary

Experienced content creator & strategist with over 5 years of experience in SaaS & eCommerce selling to all audiences. Excellent reputation for resolving problems, thinking critically and creatively and bringing fresh ideas to a team environment.



Work History

2018-08 -
Current

Senior Content Specialist

Packhelp, Warsaw

- Create and execute a content strategy that helped take Packhelp from a seed round of €2m to a series B round of €40m in 3 years.
- Work with sales, customer support, developers and product teams to improve site content, copy, on-page and technical SEO.
- Educate and guide writers of other languages about SEO, outreach and content creation.

2017-06 -
Current

Founder & Writer

Joseph & Conrad, Warsaw, Mz

- Position, launch and scale a small content writing agency.
- Write various forms of content over all mediums for Polish and European brands.
- Manage several native English writers over multiple clients and in different timezones.

2016-08 -
2018-07

Content Writer

Shoplo, Warsaw, Mz

- Strategized content based on Google Analytics data, geographical targeting and keyword planning.
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Use HubSpot to create email marketing newsletters, drip campaigns and onboarding processes.



Interests

Founder & President of Australian Football Polska



Skills

SEO & Content strategy/creation



Creative writing



Proofreading, translating & editing



Outreach



Content marketing



PR



PPC/Performance Marketing



Languages

English



Polish

