

Professional Summary

Story-driven marketing consultant with 15+ years of experience helping businesses connect authentically with their audiences through compelling narratives and strategic digital campaigns.

Combining deep expertise in human psychology and communication with proven digital marketing results, I help businesses build lasting relationships with their customers by telling their stories in ways that resonate and drive action.

My unique background spans therapeutic counseling, journalism, and digital marketing, giving me an exceptional ability to understand what motivates people, craft compelling narratives, and deliver measurable results across all digital channels.

Why Should You Hire Me?

- **The Human Connection Advantage:** My training in therapeutic counseling provides unique insights into human behavior, emotional triggers, and authentic communication that traditional marketers simply don't possess. This translates directly into campaigns that connect on a deeper level.
- **Proven Track Record:** 15+ years of helping businesses grow through strategic storytelling, with clients seeing sustained growth and building lasting customer relationships, not just quick sales.

Key Achievements:

- Built 30+ long-term client relationships with **5-8 year average duration** and **80% repeat business rate**.
 - Delivered **38,000+ organic views** and **2.6% engagement rate** for an independent fashion designer's New York Fashion Week marketing campaign.
 - Successfully launched digital platform for 30,000-circulation print publication.
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Professional Experience

Story-Driven Marketing Consultant & Business Development

Manchester, England / Hickory, NC | 2012 – Present

- **Complete Marketing Solutions:** Design and build websites, write compelling copy, manage social media, and create integrated campaigns that tell brand stories across multiple channels.
- **Revenue-Focused Results:** Delivered campaigns up to \$10,000 that combine storytelling with technical execution, resulting in sustained client growth rather than one-time sales.
- **Long-Term Partnership Approach:** Maintain 15 core client accounts generating \$8,000-\$10,000 annually through deep understanding of business challenges and authentic relationship building.
- **Strategic Discovery Process:** Use therapeutic listening techniques to uncover what truly drives customers and develop marketing strategies that align with brands' core values.
- **Performance-Driven Storytelling:** Deliver measurable results while maintaining authentic brand voice.

Therapeutic Counselor & Practice Owner

CJS Therapy | Liverpool, England | 2020 – 2022

- **Client-Centered Practice Management:** Built and operated independent therapy practice specializing in solution-focused and person-centered therapy, developing deep expertise in understanding human motivation and behavioral patterns.
- **Authentic Communication Mastery:** Provided therapeutic support using active listening, empathy, and genuine connection-building techniques that translate directly to marketing relationships.
- **Emotional Intelligence Application:** Specialized in reading between the lines and understanding unspoken client needs and concerns – skills that enhance customer research and campaign development.
- **Specialized Bereavement Counseling:** Provided person-centered bereavement counseling at Liverpool Bereavement Center, developing expertise in empathetic communication during highly sensitive situations.

Content Strategy & Brand Storytelling Specialist

Retro Pro Wrestling | Remote | 2012 – 2024

- **Multi-Platform Content Creation:** Developed compelling brand narratives that drove organic traffic growth across blog, and social media channels.
- **Social Media Growth:** Built an engaged community of **50,000+ Facebook followers** through consistent storytelling and authentic audience connection.
- **Data-Informed Optimization:** Used performance analysis to refine storytelling techniques while maintaining consistent brand voice and emotional connection.
- **Editorial Leadership:** Managed content calendars and production workflows that kept audiences engaged over 12+ years.

Full-Stack WordPress Developer

Siren Media Productions | 2025

- **Custom WordPress Development:** Built comprehensive podcast production website with custom client portal for file uploads, project management, and automated distribution to podcast platforms.
- **Backend System Integration:** Developed complete workflow solution allowing clients to upload content and track production progress through custom WordPress functionality.

Digital Transformation Specialist

Wigan Leisure & Culture Trust | Wigan, England | 2008-2012

- **Change Management Through Communication:** Led digital transformation initiatives using narrative techniques to help teams and stakeholders embrace new approaches.
- **Cross-Department Collaboration:** Built partnerships through empathetic communication and understanding of diverse organizational needs.
- **Training & Development:** Provided digital marketing training with focus on authentic audience connection and sustainable growth strategies.

Journalist & Editorial Leader

The LINC Magazine | Wigan, England | 2003-2008

- **Community-Focused Storytelling:** Produced compelling local narratives and human interest stories for regional publication reaching 30,000 households.

- **Digital Platform Launch:** Successfully expanded print publication by launching online version that increased audience reach and engagement.
 - **Editorial Management:** Served as Interim Editor, developing editorial direction and coordinating team efforts to maintain consistent, high-quality content.
 - **Research & Relationship Building:** Developed deep skills in uncovering authentic stories and building trust with diverse community members.
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Core Competencies

- **Story-Driven Strategy:** Narrative Development, Brand Storytelling, Customer Journey Mapping, Emotional Connection Building.
 - **Human Psychology & Communication:** Therapeutic Listening, Empathetic Communication, Behavioral Analysis, Authentic Relationship Building.
 - **Digital Marketing Excellence:** SEO, SEM, Social Media Strategy, Content Marketing, Campaign Optimization, Cross-Channel Integration.
 - **Technical Proficiency:** WordPress, Webflow, Shopify, Google Ads, CRM Integration, Google Analytics, Search Console, Ahrefs, Semrush.
 - **Media & Editorial:** Content Strategy, Digital Platform Development, Editorial Management, Community Engagement.
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Qualifications

- NCTJ Certification in Journalism (2003)
- Diploma in Solution-Focused Therapy (2020)
- Level 4 Diploma in Therapeutic Counselling (2022)