

LOUISE HOBLYN

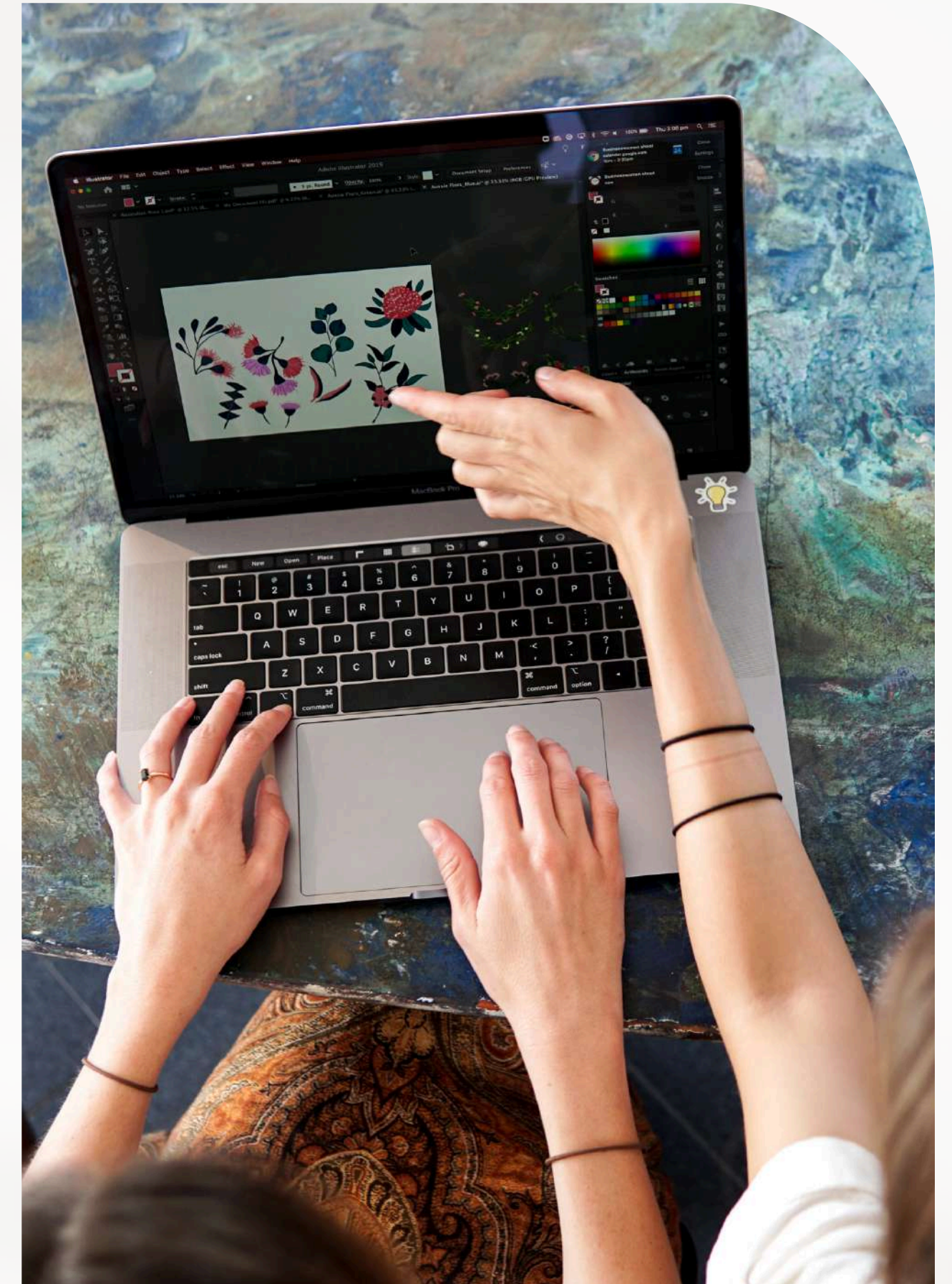
DIGITAL MARKETING FREELANCER

EXPERIENCE IN SECTORS:

BEAUTY | FASHION | APPAREL
EDUCATION | HEALTHCARE

SERVICES INCLUDE:

- EMAIL & CRM
- META ADS
- WEBSITE CONTENT
- SEO
- SOCIAL MEDIA
- PPC
- CONTENT CREATION
- REPORTS & ANALYSIS



TOOLS AND SKILLS



Social Media Strategy Masterclass Certification
CIM Chartered Institute of Marketing



Klaviyo Product Certified
Klaviyo

klaviyo



dotdigital



Google
Analytics 4

CIM
The Chartered
Institute of Marketing

SEMRUSH

BIGCOMMERCE

Magento



shopify

HubSpot

WooCommerce

ChatGPT

Later

zapier

Hootsuite



CLIENTS INCLUDE



GOODBODY CLINIC

Private health and
testing clinic



LUXSEA SWIMWEAR

Women's bikinis and
swimwear



POLES & BLINDS

Home interiors and
made to measure



VICI LANGUAGE SCHOOL

Boutique language
school - UK and France



INTERNATIONAL DANCE SHOES

Ballroom and latin
dance shoes



THE BATH PRACTICE

Holistic medical
practice

PREVIOUS EMPLOYMENT



GILL MARINE

Technical watersports
apparel brand



EDGE O' BEYOND

Luxury lingerie,
nightwear and gifting



ARMADILLO MERINO

Advanced next-to-skin
apparel brand



EASTPAK

Iconic backpacks and
luggage brand

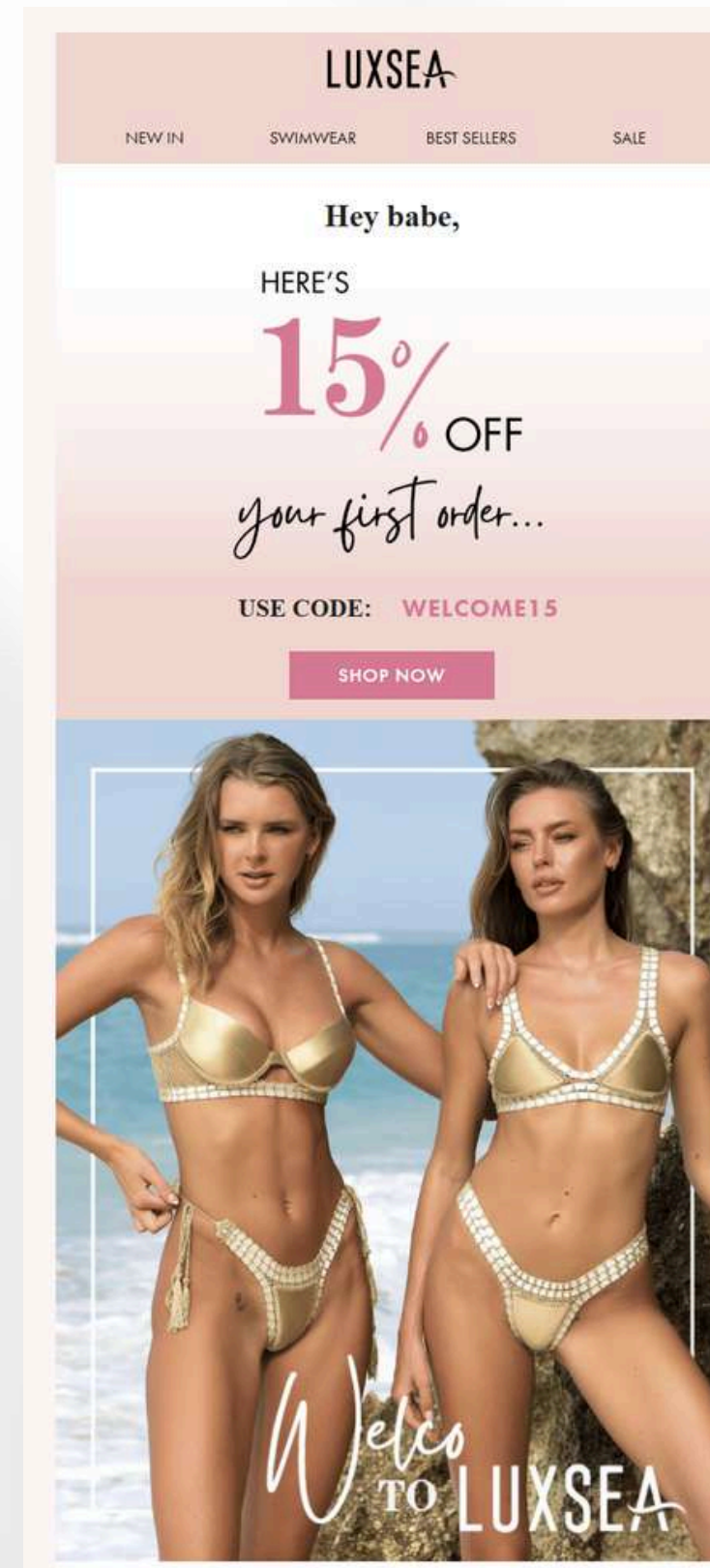
EMAIL & CRM

HOW I CAN HELP:

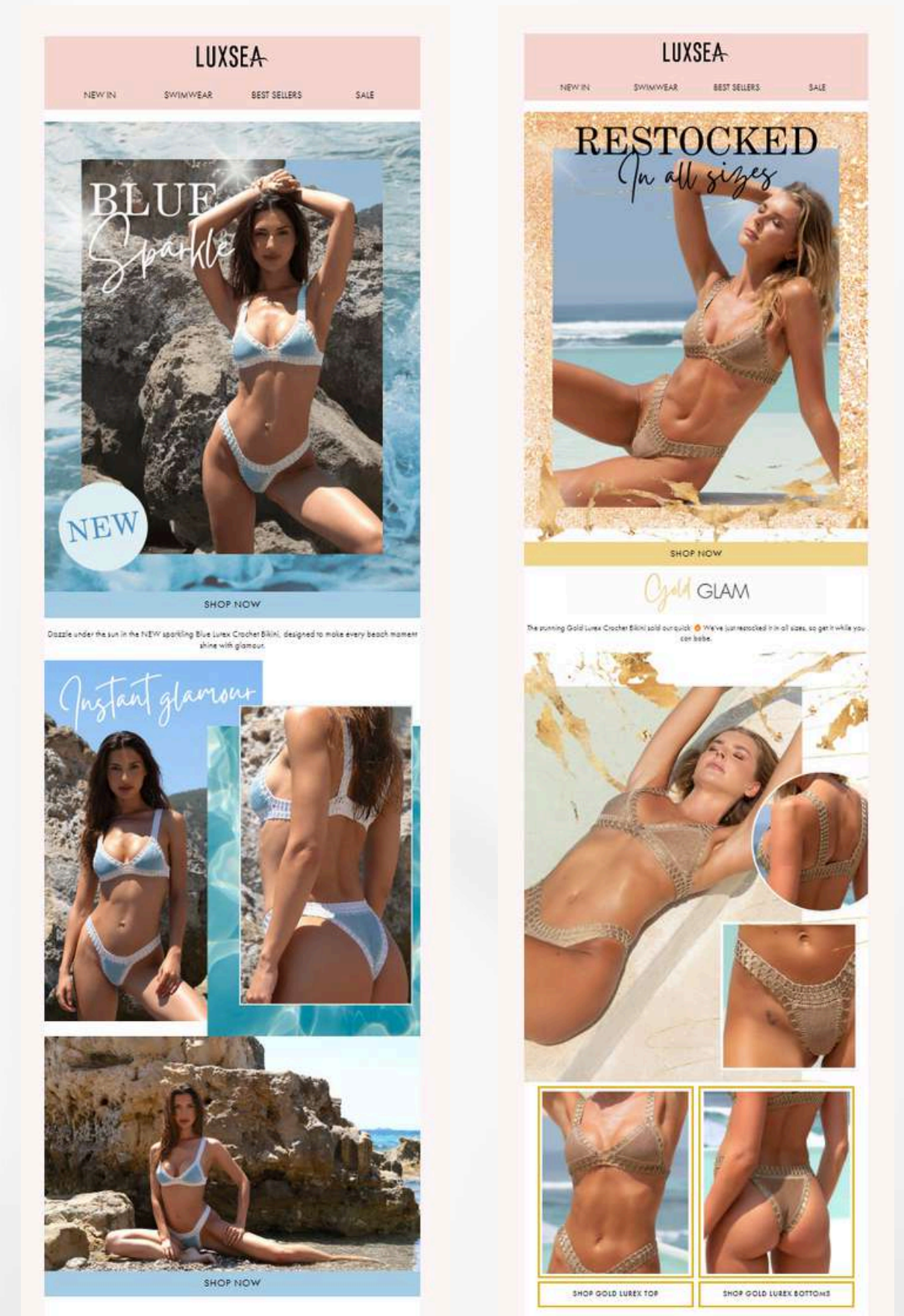
- Providing strategy, concepts and marketing plans
- Regular content creation including optimised newsletters and seasonal / promotional campaigns
- Automation flows
- Account audits and list cleansing
- E-commerce integration
- Customer segmentation
- Lead generation campaigns

HIGHLIGHTS:

- Attributed **30% of total DTC ecommerce revenue** (Gill)
- Automation flows, customer segmentation achieving **+20% open rate and +2% click rate** (Gill)
- Generated **£250k revenue** over 5 months in campaigns and automations (Luxsea)
- Database cleanse **+150k list size**
- **+77% increase in sales** YOY during key promotional period (Poles&Blinds)



Campaigns / Automations created for Luxsea



EMAIL & CRM

FREE DELIVERY OVER £40 | FREE RETURNS

Gill

New Clothing Accessories Outlet



Tails.com × **Gill**

Rain? What rain?

Meet the ultimate dog coat.

[Shop Now](#)


Every sale will include a 10% donation split between Gill's long term charity partner Ocean Generation and tails.com's charity, StreetVet.

ocean GENERATION **STREETVET**

FREE DELIVERY OVER £40 | FREE RETURNS

Gill

New Clothing Accessories Outlet




Waterproof, breathable, fleece lined and windproof, our Aqua Parka has been designed with you in mind.

[Shop the Aqua Parka](#)


★★★★★

There's a few of us that swim in the cold (45F) northeast Atlantic Ocean each morning. This parka was the perfect addition to my cold water gear. The fleece lining is luxurious & warms me up quickly. - *Debra M*



High loft thermal fleece lining. Will keep you warm even when wet.

Made using welded seam construction for added stretch and convenience when changing out of wet clothes.



Available in classic Graphite and new Ash/Eggshell and Bluejay/Dark Navy colourways.

Gill

New Clothing Accessories Outlet

Special Edition



RECYCLING REIMAGINED

Made from 98% recycled content.

14 BOTTLES

Each OS2 Offshore Suit contains the equivalent of 14 plastic bottles that have been saved from landfill and transformed into performance fibres.

↓ 14.9%

A 14.9% reduction on CO2 emissions when using recycled nylon.

2

2 Tonnes of plastic packaging will be eliminated every year for the OS2 style alone.

4x

Our plant-based XPEU® fabric finish is four times more durable than the old water repellent treatment.

[Shop Now](#)

[Discover More](#)

LAST CHANCE | BLACK FRIDAY. SHOP NOW - 25% OFF


Gill

New Clothing Accessories Outlet


Black Friday
25% off
Selected products only.

with code **BF25**


Last Chance!



Levanto Jacket



Dynamic Long Jane



Merino Wool Boot Socks

FREE DELIVERY OVER £50 | FREE RETURNS

Gill

New Clothing Accessories Outlet

SUMMER SALE
UP TO 50% OFF

Top picks in the Sale!

[Shop Now](#)



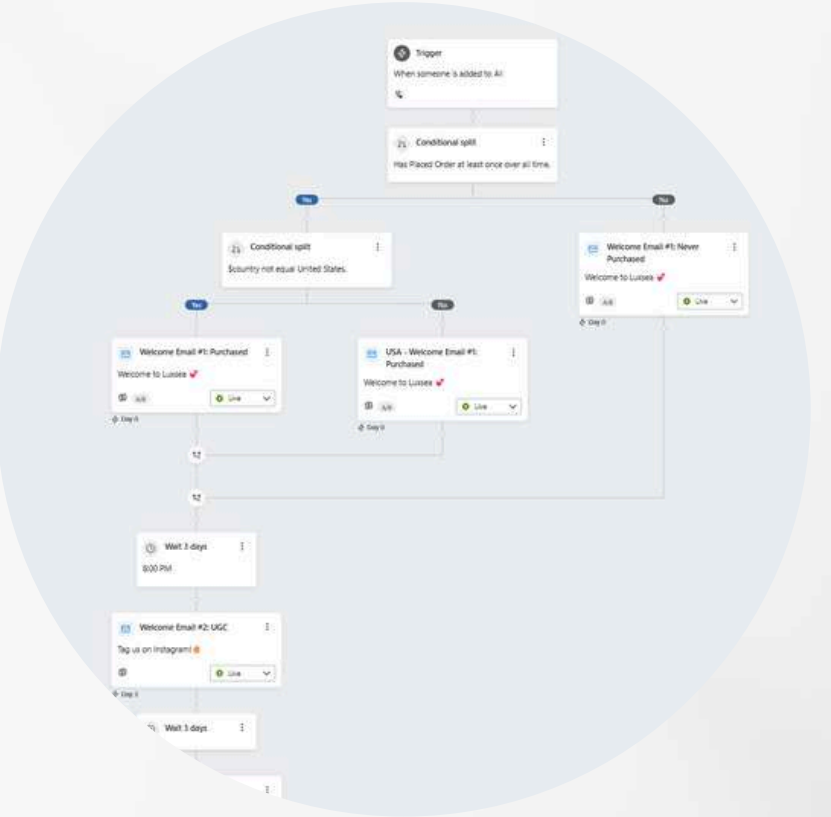
OS Insulated Jacket



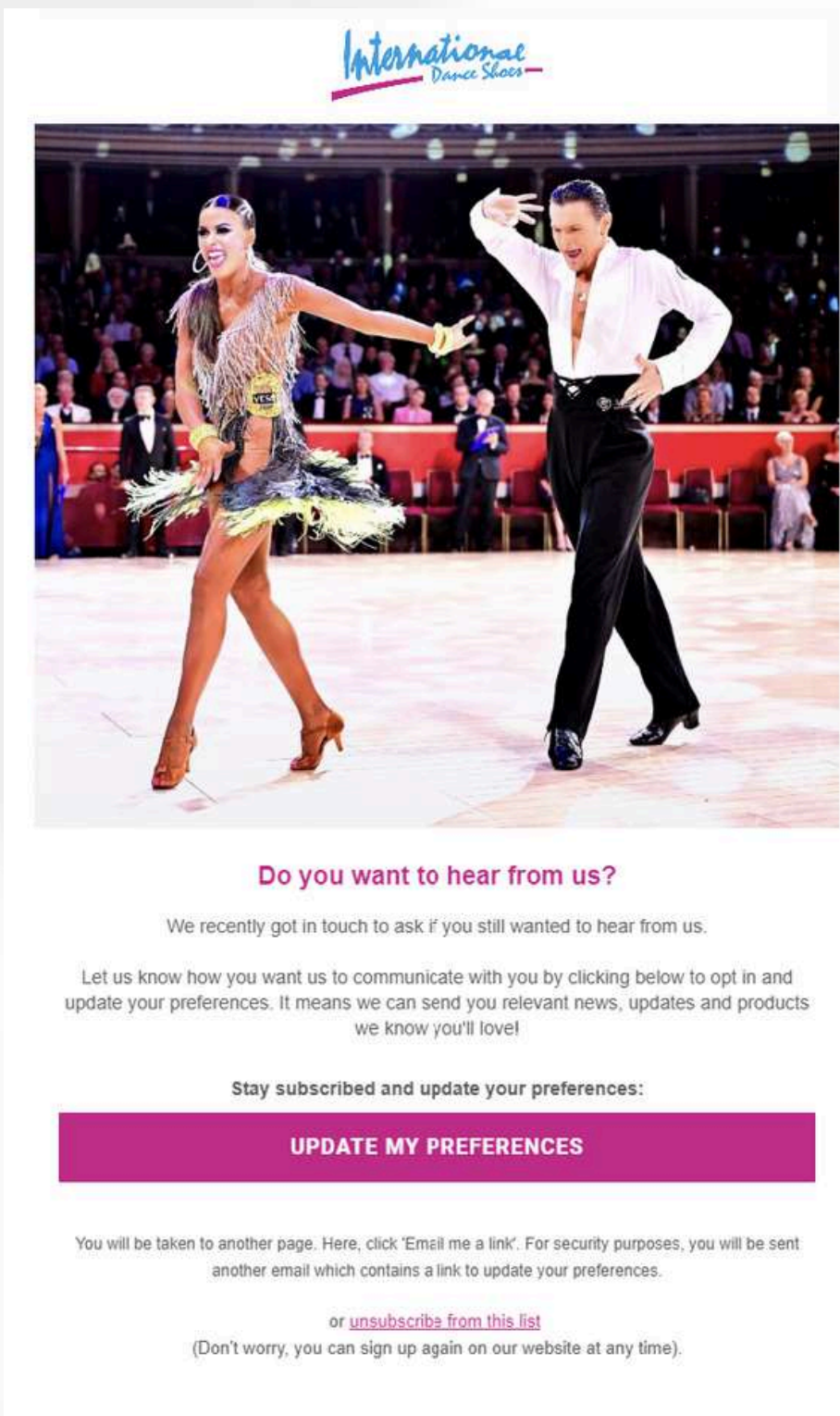
OS Insulated Trousers



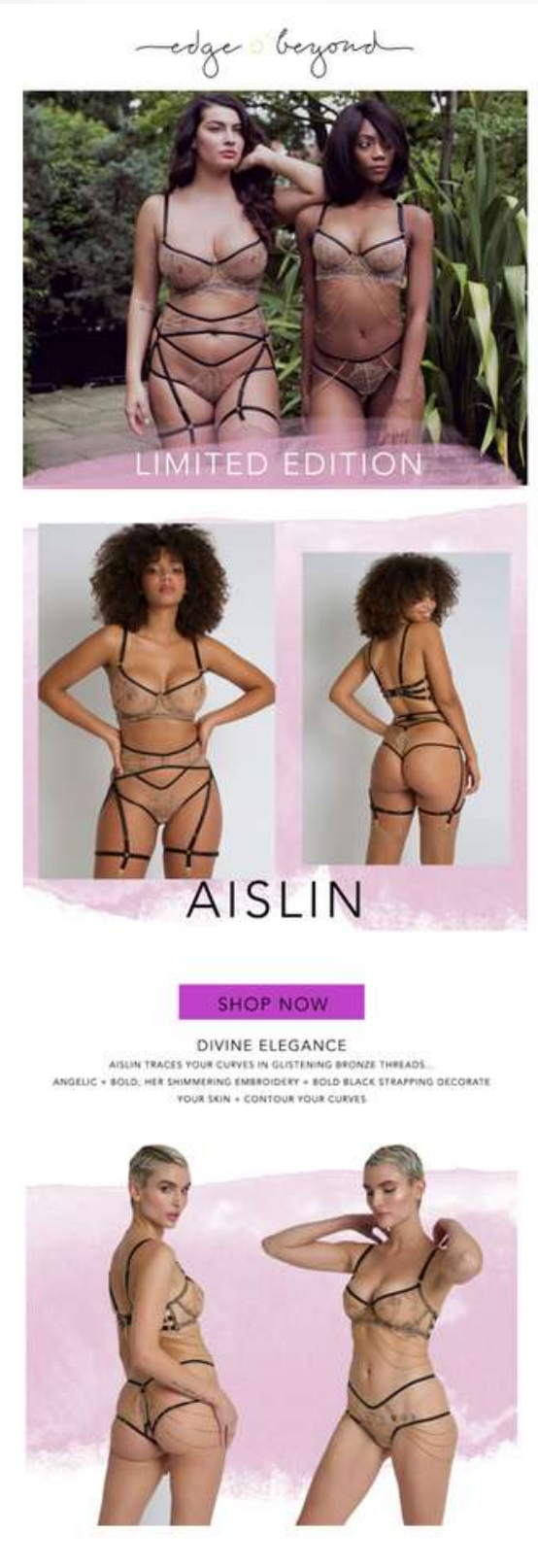
OS2 Offshore Men's Trousers



EMAIL & CRM



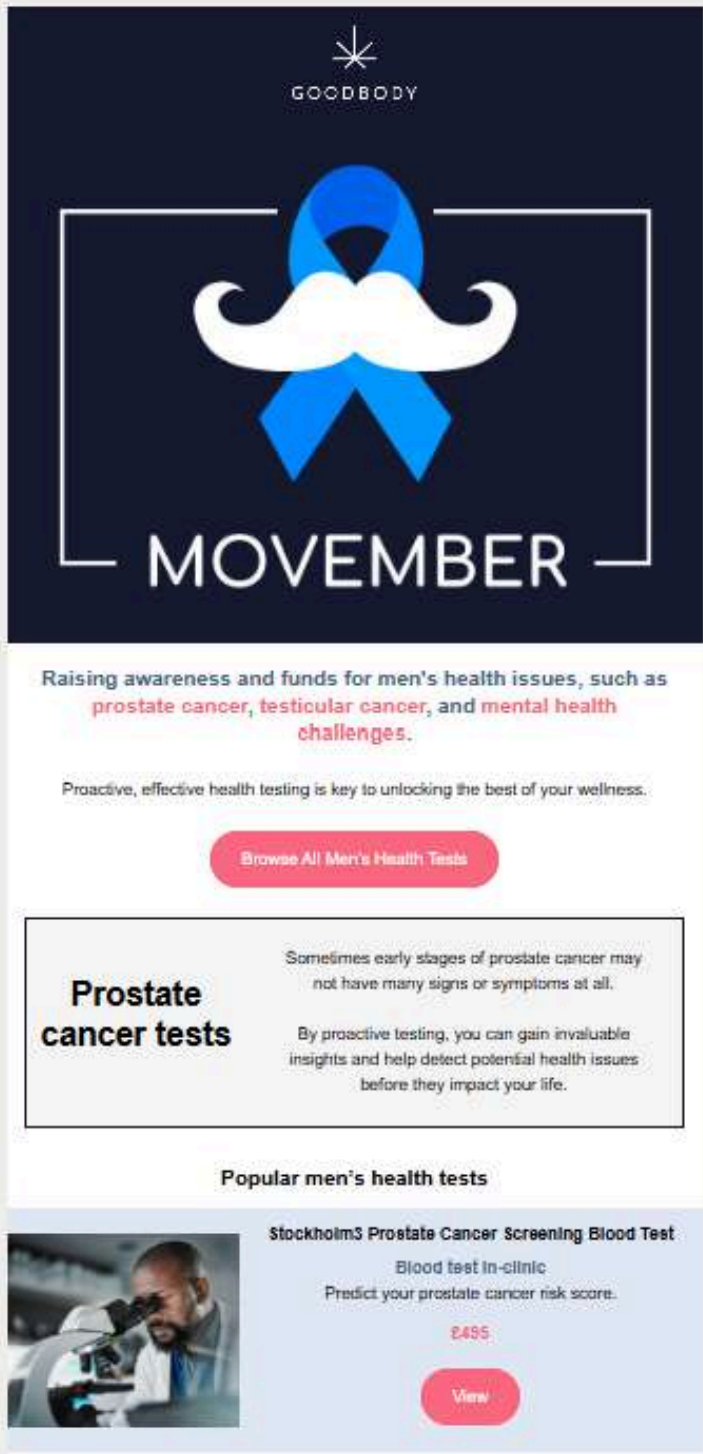
Automations created for International Dance Shoes



Campaigns created for Edge o' Beyond



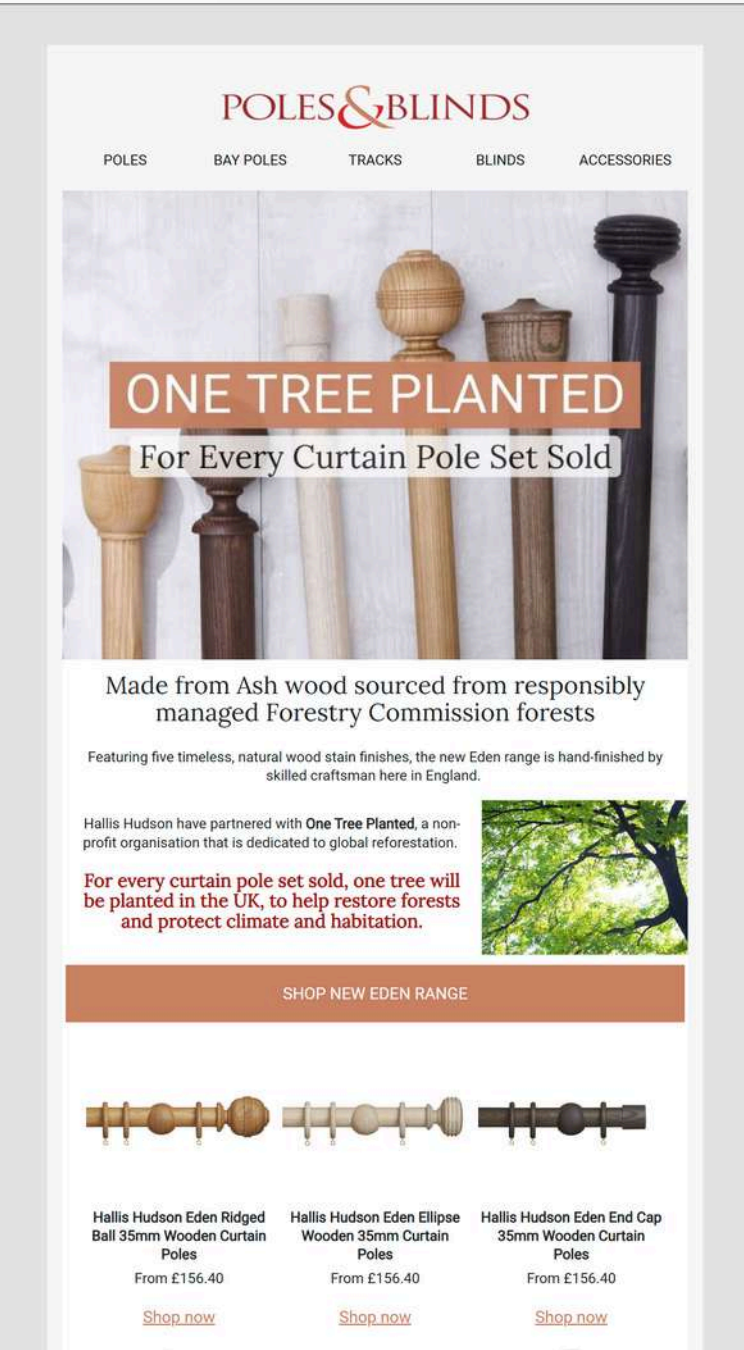
EMAIL & CRM



Campaigns created for Goodbody Health Clinic



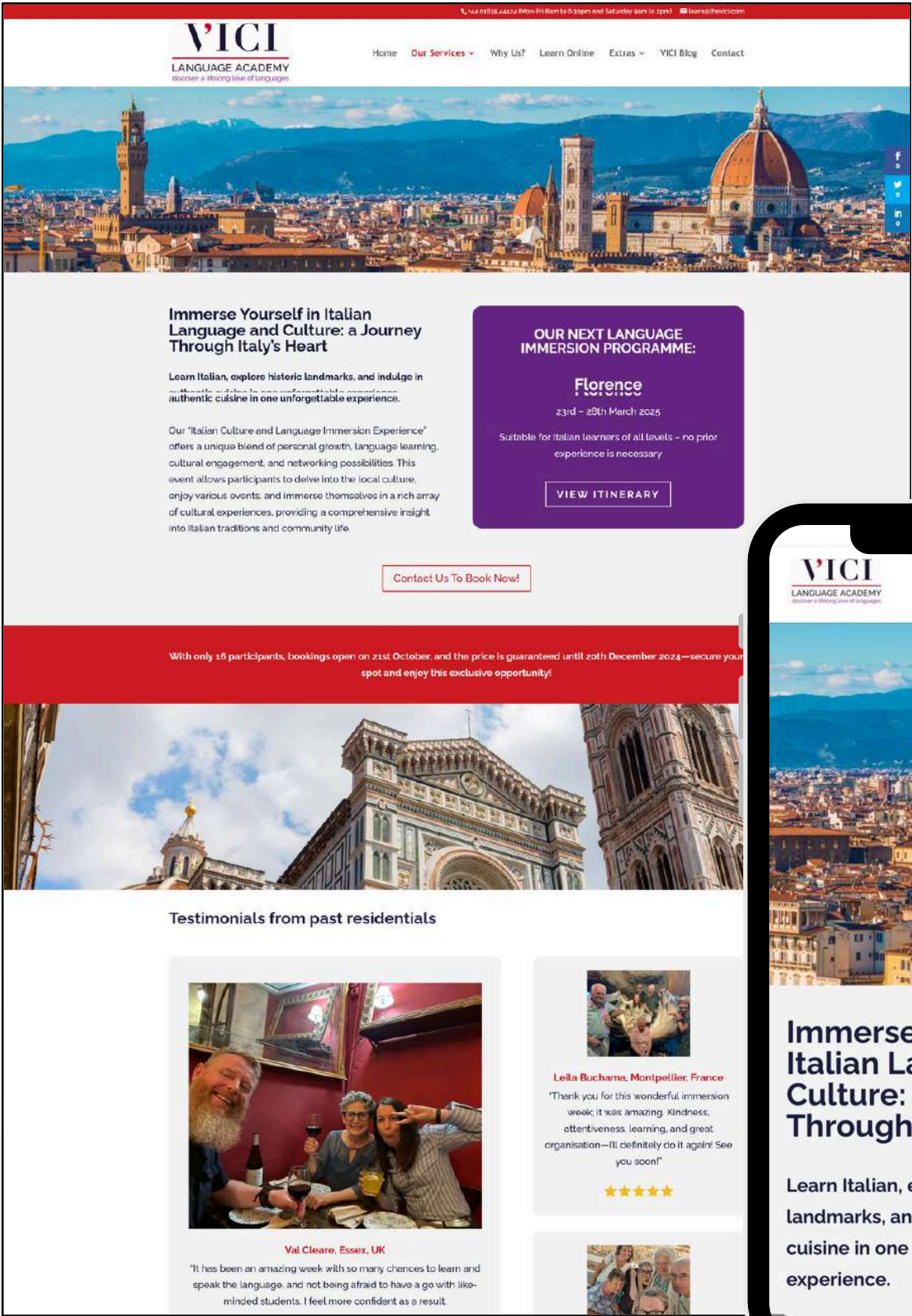
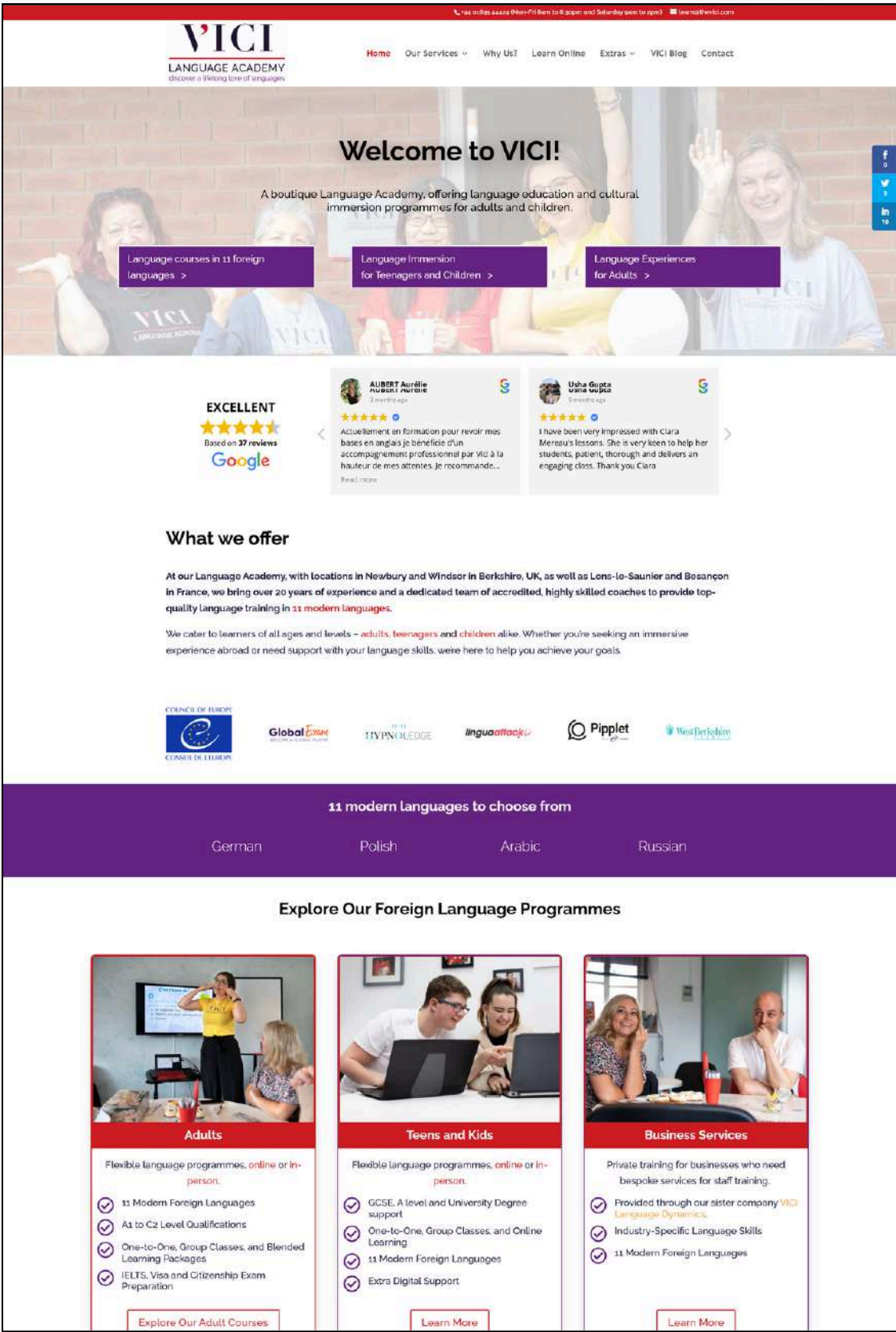
Campaigns created for Poles&Blinds



WEBSITE LANDING PAGES

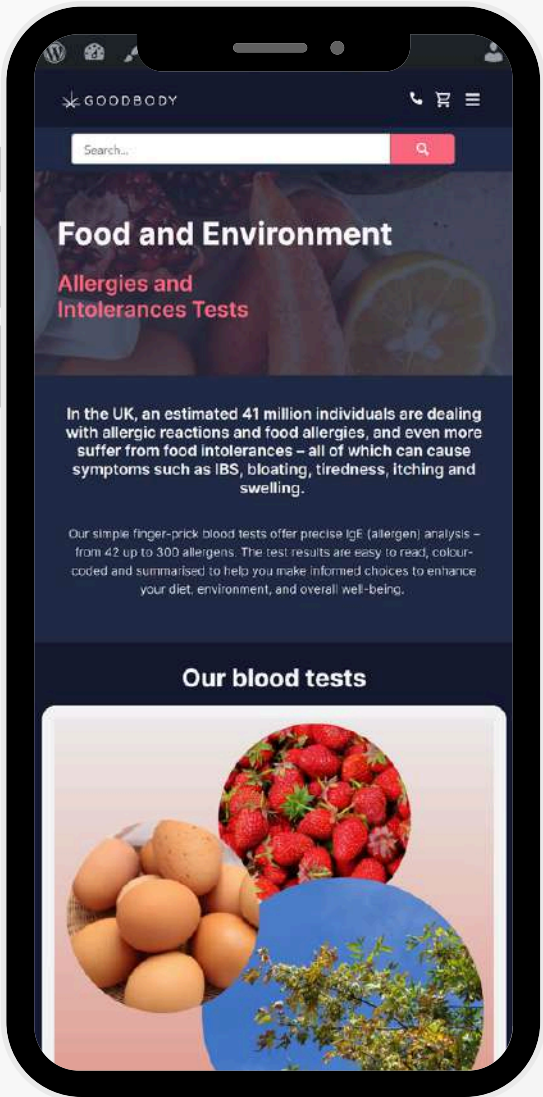
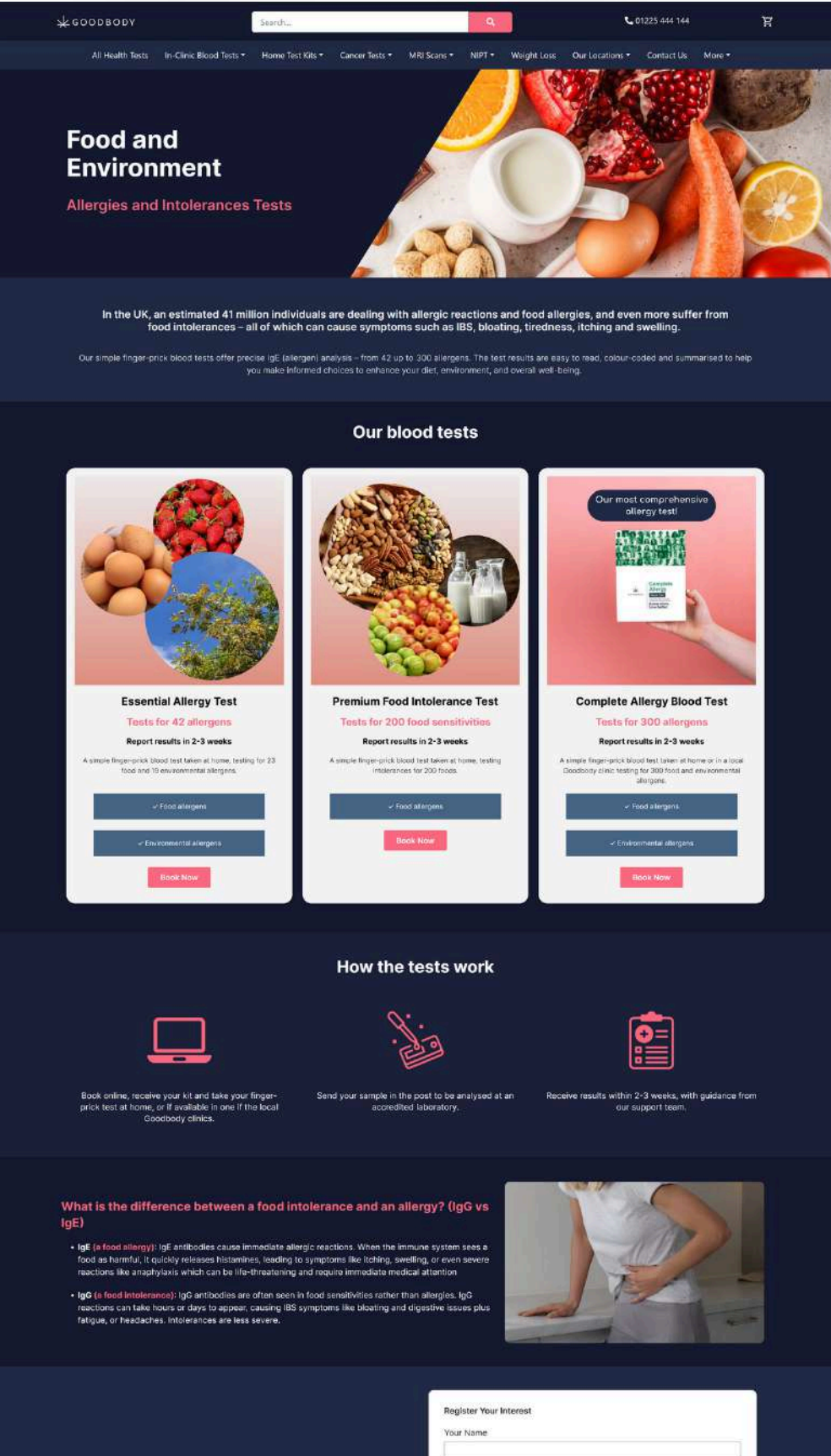
HOW I CAN HELP:

- Building product and landing page funnels aligned to your brand identity
- Copywriting for landing pages
- Data driven concepts, SEO optimised, screen responsive and high-converting



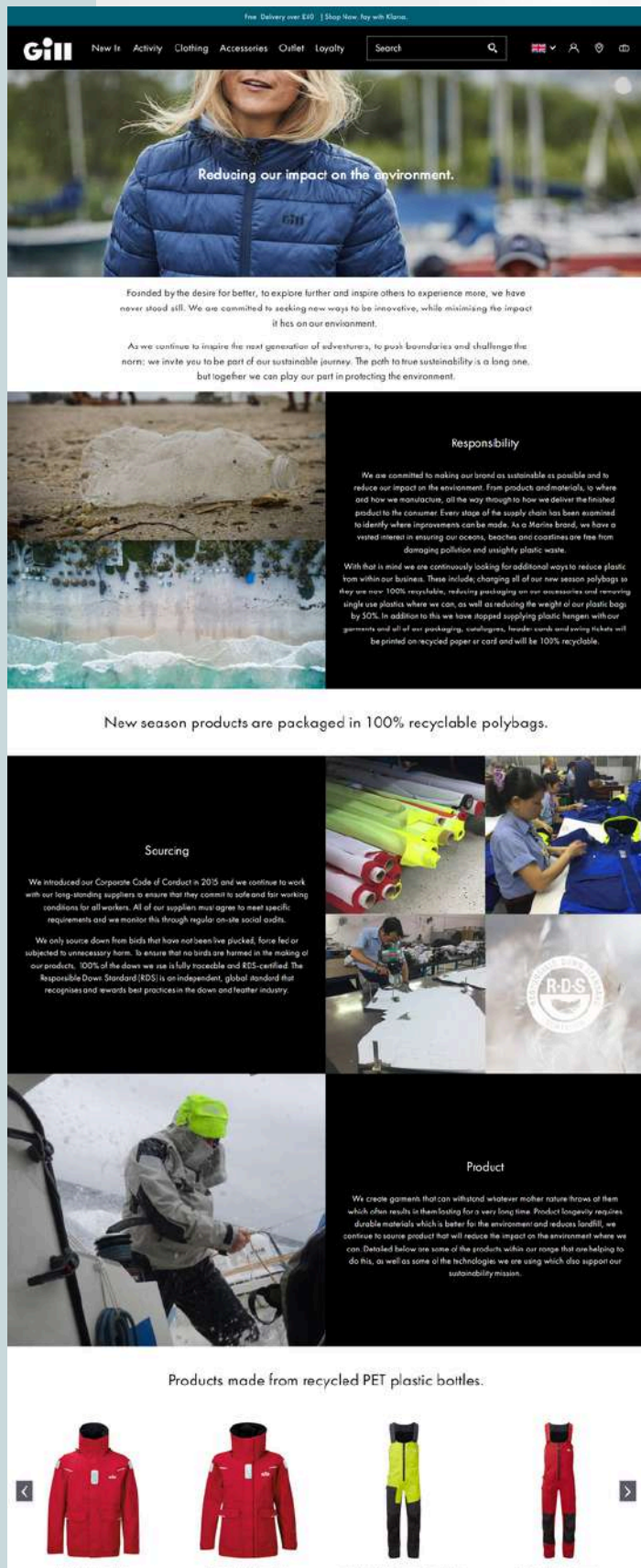
Landing pages created for VICI

WEBSITE LANDING PAGES

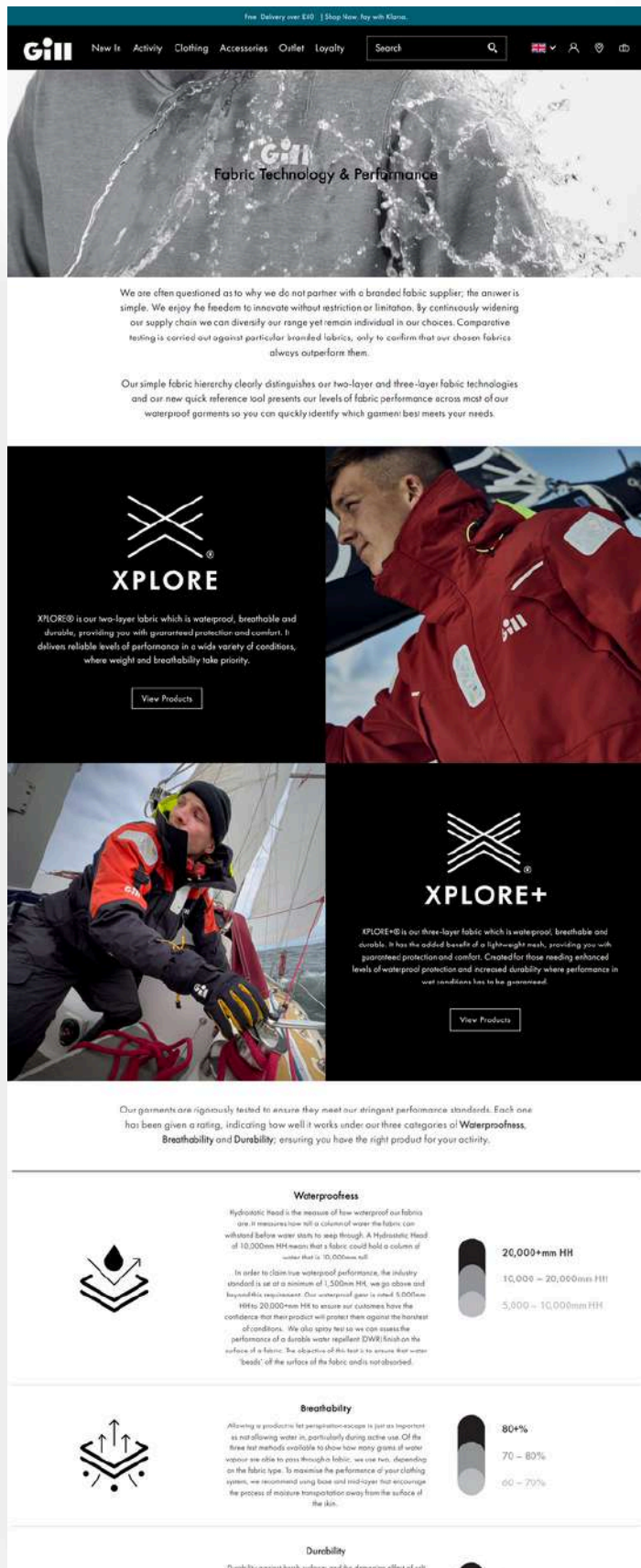


Landing pages created for Goodbody

WEBSITE LANDING PAGES



Landing pages created for Gill



Landing pages created for The Bath Practice

SOCIAL MEDIA - PAID / ORGANIC

HOW I CAN HELP:

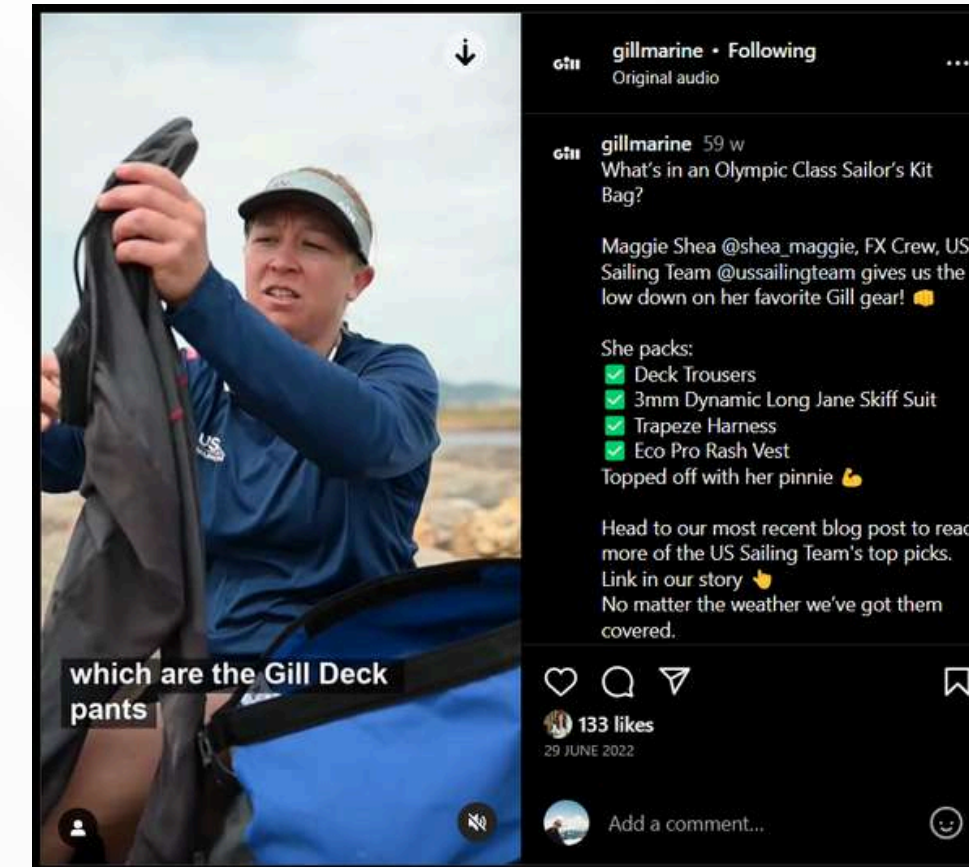
- Social media and ad management
- Content creation - graphics, video
- A/B testing
- Reporting
- Community management
- Influencer content and collaborations

HIGHLIGHTS

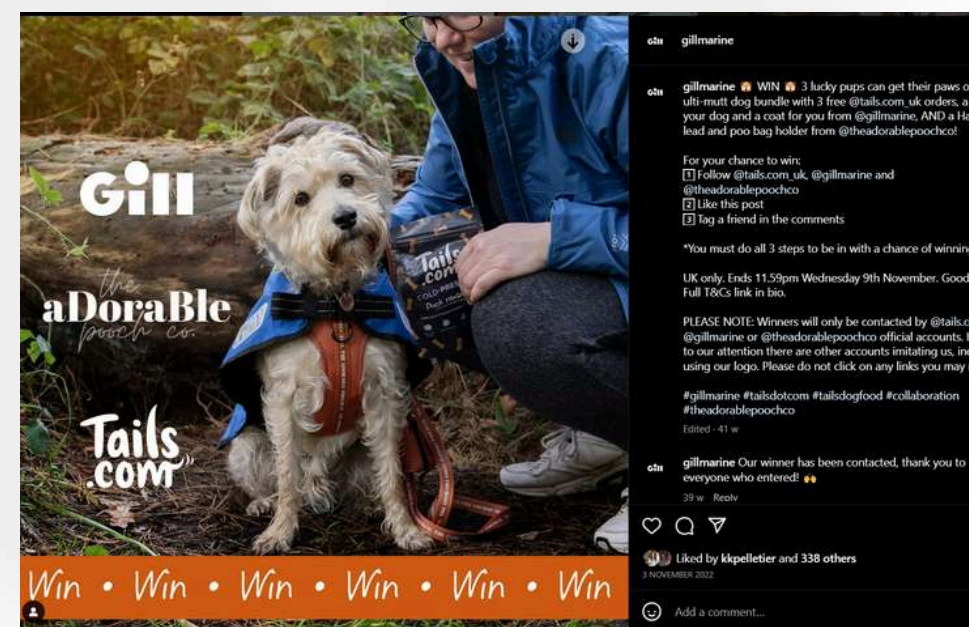
- **12:1 ROAS** generated from adjusted Meta ads strategy, becoming fifth largest traffic source (Poles&Blinds)
- **+55% follower increase** generated on organic social media channels (Gill)



<https://www.instagram.com/p/CgmPh9MJRAA/>



<https://www.instagram.com/p/Cfy9EqNjRq3/>



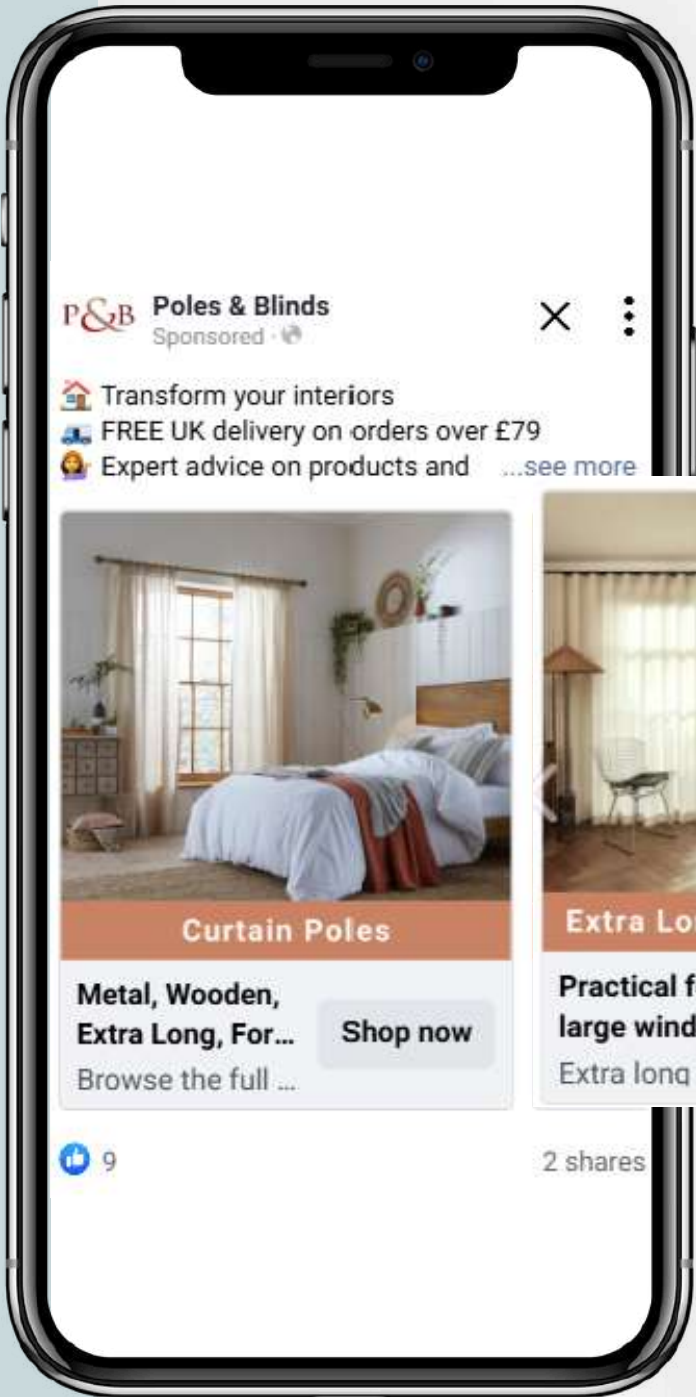
<https://www.instagram.com/p/CkfvlrLjyN/>



<https://www.instagram.com/p/ChKUtANsYXM/>

Video content created for Gill

SOCIAL MEDIA - PAID / ORGANIC



Curtain Poles

Metal, Wooden,
Extra Long, For...
Browse the full ...

Shop now



Extra Long Poles & Tracks

Practical for
large windows
Extra long curt...

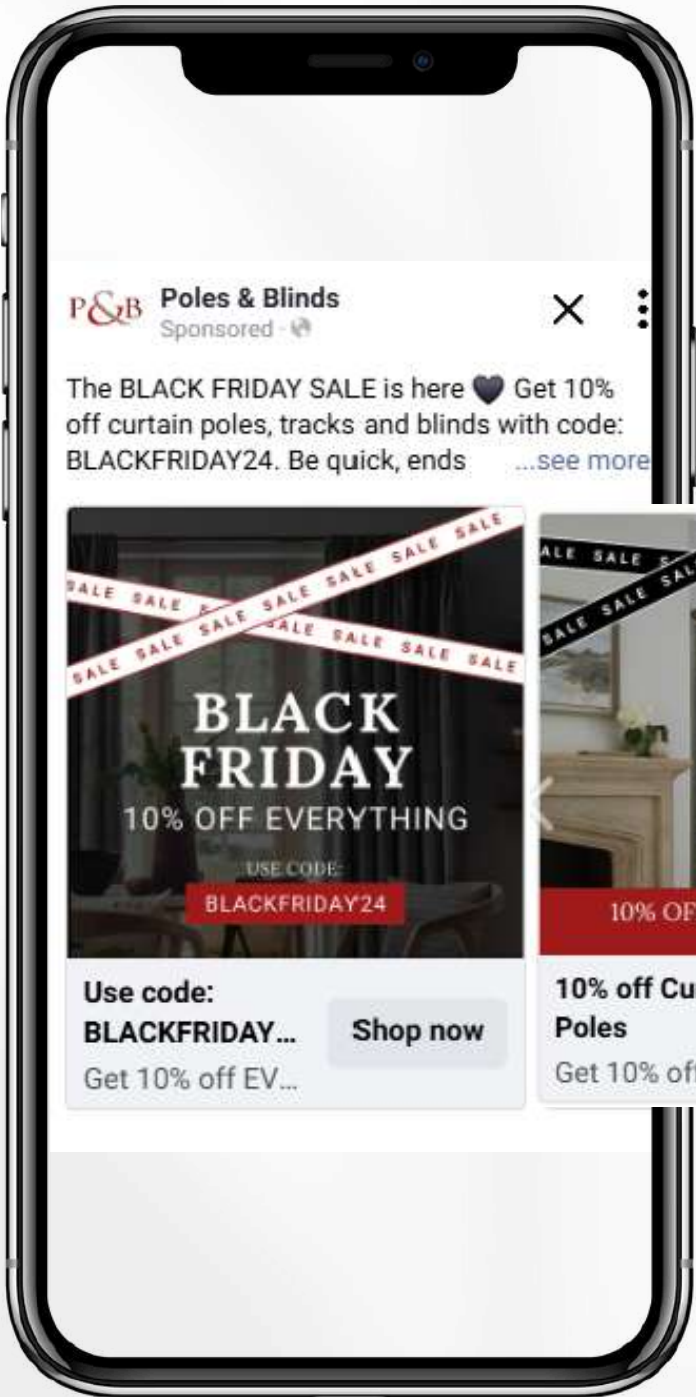
Shop now



Curtain Tracks

Plastic and
metal for every...
Browse the full ...

Shop now



BLACK
FRIDAY
10% OFF EVERYTHING

USE CODE:
BLACKFRIDAY24

Use code:
BLACKFRIDAY...
Get 10% off EV...

Shop now



10% OFF CURTAIN POLES

10% off Curtain
Poles
Get 10% off EV...

Shop now

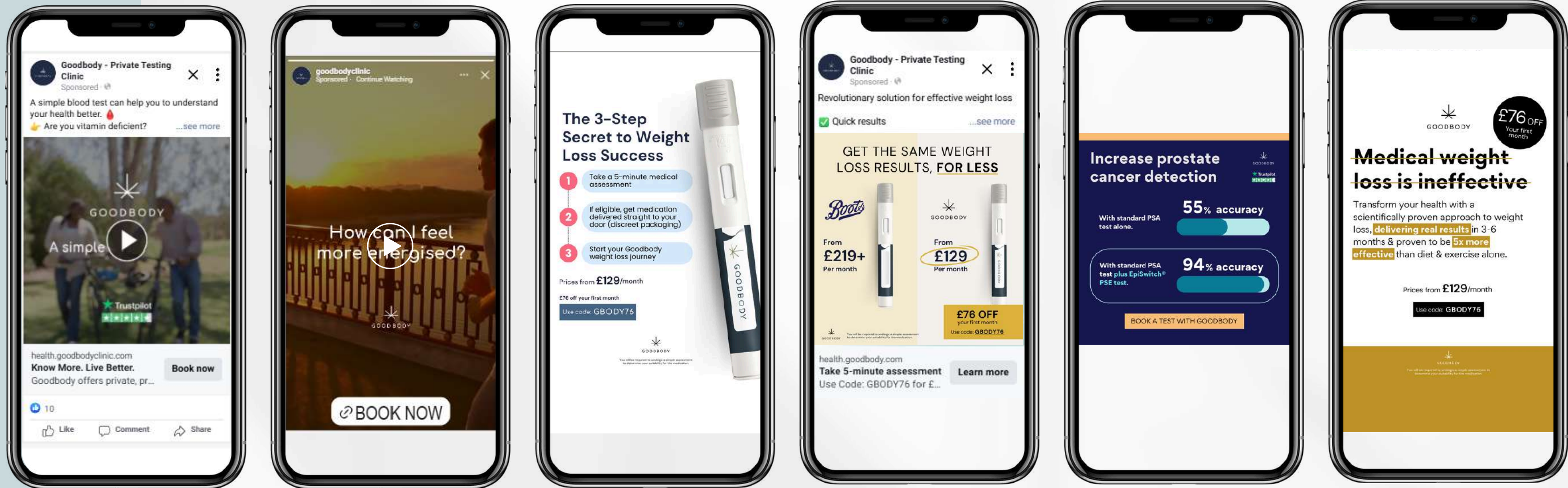


10% OFF BAY WINDOW POLES

10% off Bay
Window Poles
Get 10% off EV...

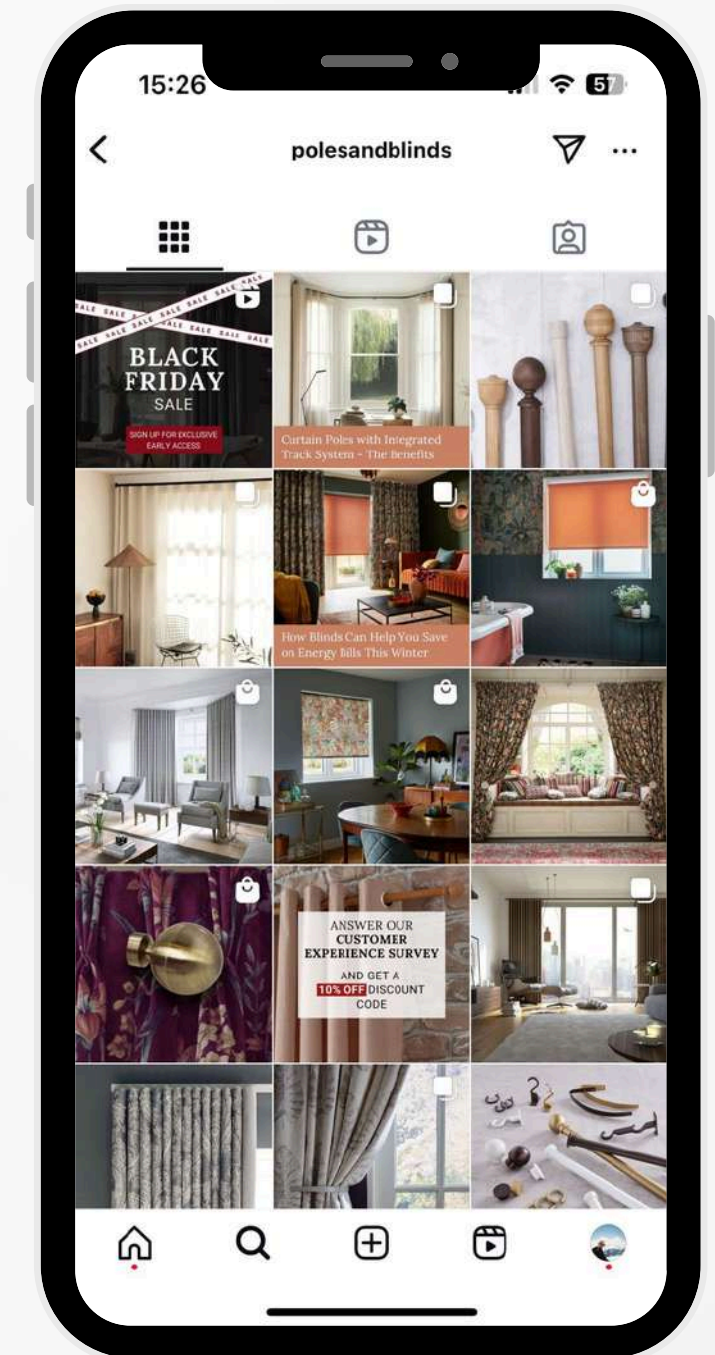
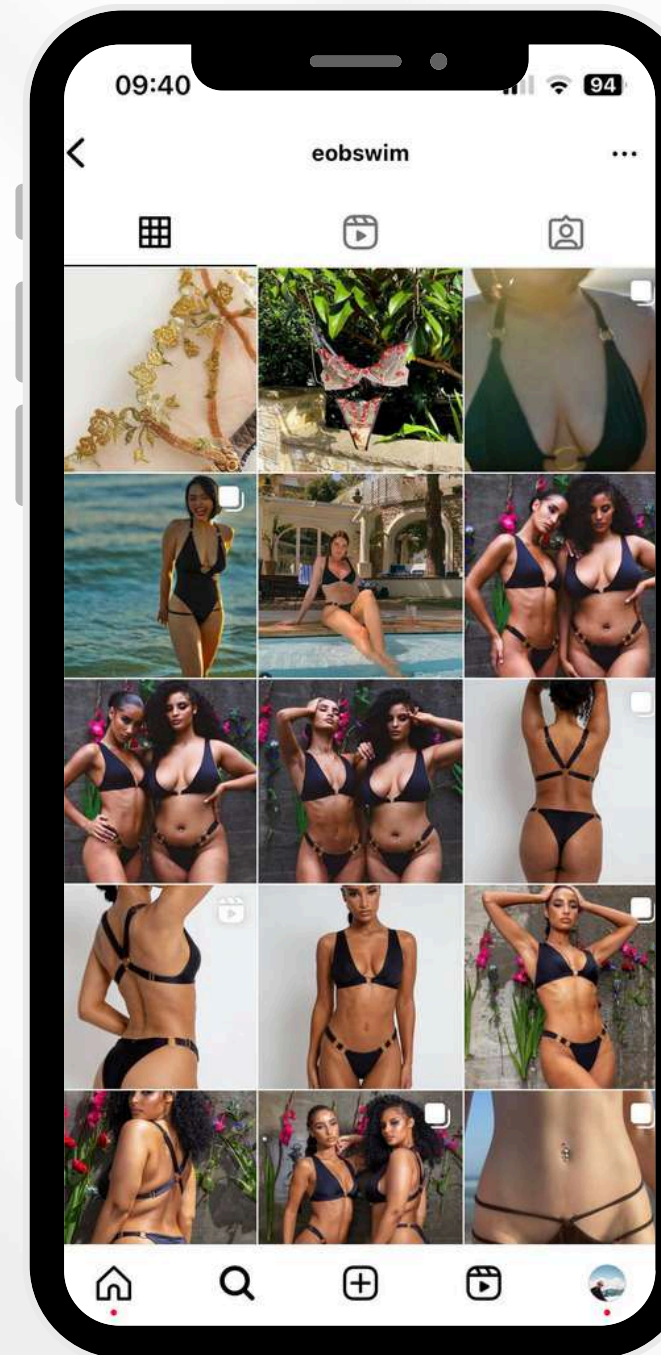
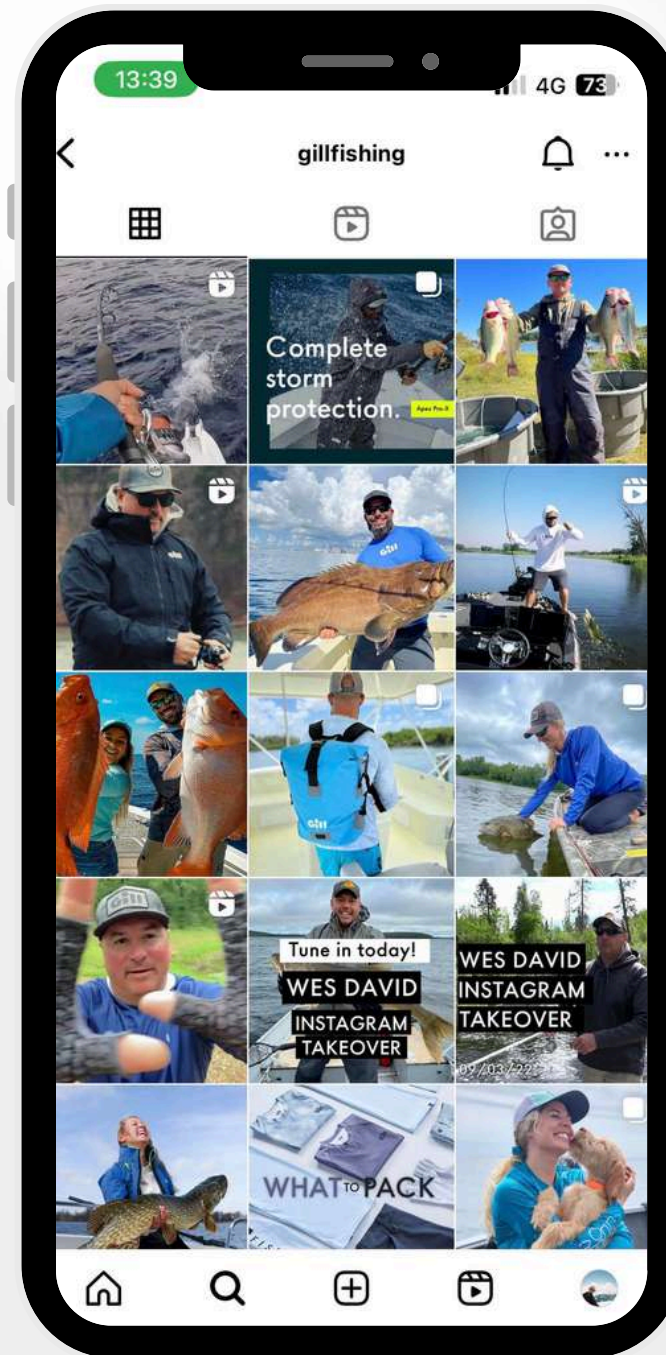
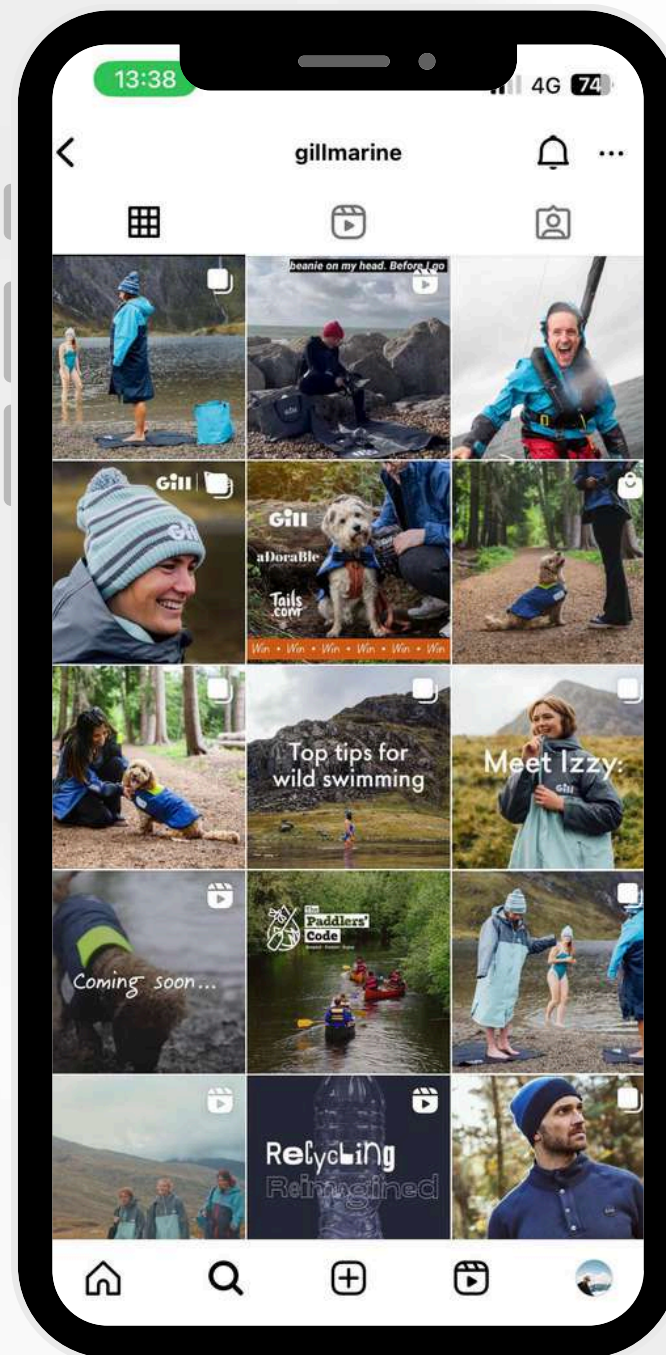
Shop now

SOCIAL MEDIA - PAID / ORGANIC



Meta Ads created for Goodbody Clinic

SOCIAL MEDIA - PAID / ORGANIC



Accounts managed

BROCHURES / LEAFLETS

HOW I CAN HELP:

Designing:

- Multiple page brochures
- Sales books for trade
- Posters and leaflets
- Digital magazine page advertisements

GOODBODY
Know more. Live better.

Goodbody specialise in private, professional blood testing for highly accurate results across a range of services.

From groundbreaking cancer checks, to organ health and MRI scans, with convenient nationwide locations.

TRUCHECK™ CANCER SCREENING **BESTSELLER**
A groundbreaking, cancer screening blood test that detects up to 70 types of solid cancer tumours.

- ✓ Detect cancer at its earliest stages with a simple blood test.
- ✓ Accredited lab report and results within 2-3 weeks.
- ✓ Pre-consultation with a UK-based Doctor & clinical follow-up advice.
- ✓ Tests validated across cohorts of over 40,000 patients.

TruCheck™ mentioned in **the Telegraph** **The Mail**

SPECIAL OFFER
Get £100 off when you book a TruCheck™ Cancer Screening Test
USE CODE: **EVENT009**

SCAN ME

POPULAR SERVICES AND TESTS

- FULL AND PART BODY MRI SCANS**
Thorough insight into your health, identifying potential cancer and disease indicators as early as possible. Full results report and imaging in 4-5 days.
- PREMIUM COMPLETE BLOOD TEST**
Our most comprehensive blood test for men and women, to offer an advanced understanding of vital organ function including thyroid, kidney and liver function.
- BOWEL CANCER SCREENING**
Simple, thorough tests to check for signs of Bowel Cancer. DNA tests also available to detect your risk of developing Bowel Cancer in the future.

n-clinic blood draws | At home finger-prick tests | 120+ clinics nationwide | 70+ mobile nurses for home tests | Laboratory analysed tests

Trustpilot Excellent **★★★★★** | ISO 9001 | Quality Standard

Visit our website: health.goodbodyclinic.com
01225 444 144 | info@goodbodywellness.co.uk

WHY BLOOD TESTING MATTERS

- 392k** New cancer diagnoses in the UK annually
- 5.3 million** People will be living with cancer by 2040
- 4.4 million** People in the UK live with diabetes
- 60%** Of all deaths worldwide are chronic diseases
- 170k** UK deaths a year due to cardiovascular diseases
- 26%** of adults in the UK are living with obesity

Know more. Live better. **3**

YOU CHOOSE THE BEST OPTION FOR YOU

- DELIVERY AND IMPLEMENTATION**
How tests can be taken
On-site office testing anywhere in the UK
- DELIVERY FOR SERVICE**
How it works
Flexible Benefits

Our clinics | Our mobile coverage

GOODBODY
(part of Goodbody Wellness Ltd.)

Know more. Live better. **8**

Know more. Live better.

Offering high quality, innovative diagnostic products for the UK Health and Wellbeing sector.

POLES&BLINDS
Thank you for your sample order! What's next?

- Select your favourite samples.
- Measure your windows using our quick guides.
- Place your order at www.polesandblinds.com
- Add optional **Measure Sure Guarantee** in case your roller blinds don't fit.

Note down your measurements:

Room	Product	Width	Drop	Control Side	Fit type
e.g Kitchen	Aqua Roller Blind	1205mm	1502mm	Left Right	Recess Exact
				Left Right	Recess Exact
				Left Right	Recess Exact
				Left Right	Recess Exact
				Left Right	Recess Exact

How to measure for "recess" size
When you want the blind to sit on the inside of the window frame

How to measure for "exact" size
When you want the blind to sit on the outside of the window frame

Step 1 - Measure the width
Measure the width in three different places: top, middle and bottom of the area you wish to cover. Take the largest measurement.

Step 2 - Measure the drop
Measure the drop in three different places: left, centre and right of the area you wish to cover. Take the largest measurement.

Top tip! Consider obstructions - like handles, tiles or window shape, which could affect the measurement.

Top tip! Always measure twice for peace of mind, using a metal tape measure for a more accurate reading.

For more detailed instructions on how to measure, go to: www.polesandblinds.com/product-guides or scan this QR code

andblinds

Call 01243 586660 or email info@polesandblinds.com | Excellent **★★★★★** | Trustpilot

SS20

AW20

edge o' beyond

BLOG CONTENT

HOW I CAN HELP:

- Creating SEO optimised blogs, descriptions and content

VICI

LANGUAGE ACADEMY

discover a lifelong love of languages

[Home](#) [Who we help](#) [Why Us?](#) [Learn Online](#) [Enroll](#)

Benefits of booking a Spanish language residential course vs a holiday!

by thevici | Jul 27, 2023 | Latest News | 0 comments



Benefits of a Spanish Language residential course

Last week we hosted an information evening to talk about our next Spanish language residential course to **Valencia in March 2024!**

We spoke about our carefully planned itinerary and all the benefits you can experience by fully immersing yourself in the culture, language and Fallas festival that this historical city has to offer.

But when organising a new residential trip, we always anticipate the question – why would you pay to come on a residential trip with the VICI academy, when you could organise it as a holiday by yourself?

"I'm interested in going on an immersive Spanish language residential, but I'm not sure why it's so much more beneficial compared to booking the holiday myself?"

It's a great point! You could totally do that, but would you come away with the same feeling of challenging your brain and expanding your language horizons?


Read on to find out why immersing yourself in a Spanish language residential programme is unrivalled to booking your own holiday.



Embrace Autumn's Warmth: Interior Design Trends & Styling Tips

Louise Hoblyn

September 09, 2024



As the crispness of autumn starts to settle in and the days grow shorter, there's no better time to rehome's interior to reflect the cosy and inviting atmosphere of the season. With the rich hues of fall, the soft, golden light filtering through the windows, autumn offers a unique palette and mood to inspire your décor.

BLACK FRIDAY

COMING SOON

SIGN UP FOR EXCLUSIVE EARLY ACCESS

In this blog, we'll explore the latest trends in autumn interior design, from colour schemes to texture tips on how to style your space using curtain poles and blinds.


All you need to know about Wave Curtain Tracks: The Ultimate Guide

1. Autumn's Traditional Colour Palette: Warm, Earthy Tones
2. Layering Textures for Cosy Comfort
3. Nature-Inspired Décor: Bringing the Outdoors In
4. Lighting: Creating a Warm Glow
5. Curtain Poles & Blinds: Styling for the Season
6. Finishing Touches: Small Details, Big Impact

How to Clean and Care for Your Roller Blinds

Louise Hoblyn

November 12, 2024



Roller blinds are a stylish and practical addition to any home, offering versatility, privacy, and control over light levels. At Poles and Blinds, we know that keeping your roller blinds looking pristine requires a bit of regular maintenance. With a few tips and the right approach, you can ensure your blinds stay fresh and functional for years to come.

Our made-to-measure roller blinds are specially designed for easy wipe-cleaning, to simplify your cleaning routine so you can focus on enjoying your space.

Cleaning and Caring for your Roller Blinds

1. Understanding Roller Blind Fabrics
2. What You Need to Clean Your Roller Blinds
3. Step-by-step Instructions on how to clean your roller blinds

Understanding Roller Blind Fabrics

Unlike shutters or wooden blinds, which can withstand a little soapy water or a damp cloth, roller blind fabrics require a bit more mindfulness. While they're simple to clean, gentle care is essential to avoid damaging the material, especially for lighter or more delicate colours.

Roller blinds often feature fabric treatments to help repel dust and stains, so cleaning is more about maintaining than deep scrubbing.

What You Need to Clean Your Roller Blinds

Gathering the right tools before you start will make the cleaning process quicker and more effective. Here's what you'll need:

- **Soft microfibre cloths** (preferably white or colourfast to avoid transferring dye) Always ensure the cloth is clean before using it, so you don't transfer dirt or grime onto your roller blinds.
- **Mild detergent** depending on how much of a deep clean you are doing (avoid bleach or harsh chemicals that may damage or discolour the fabric)

LOUISE HOBLYN

GET IN TOUCH

EMAIL: louise@finmarketing.co.uk

WEBSITE: www.finmarketing.co.uk

PHONE: +44 (0) 7935 275273

LINKEDIN: [Link to personal profile](#)