

Jessica Cotton

Redditch, Worcestershire • 07925933133 • jessicamaycotton@gmail.com • [LinkedIn](#) • [Portfolio](#)

Experience

2024 – PRESENT

Marketing Executive | Lifestyle Appliances | Redditch, WORC

Proven marketer with strong B2B relationship-building skills through strategic campaigns, experienced in organising branded trade shows and executing social media strategies that drive engagement and visibility. Skilled in creating diverse content for web, social media, brochures, and blogs, managing platforms, and analysing performance data. Proficient in email marketing using Mailchimp, marketing automation, CRM software, and tools like Adobe Creative Cloud, Canva, and WordPress. Adept at managing campaigns within budget, understanding business and competitor challenges, and leveraging AI technologies to optimise workflow and results.

NOVEMBER 2022 – JULY 2024

Junior Marketing Executive | Lifestyle Appliances | Redditch, WORC

As a Junior Marketing Executive, I supported the planning and execution of marketing campaigns, assisted with content creation and market research, and helped analyse performance to optimise results. I worked closely with senior team members to ensure brand consistency and effective audience engagement.

2024 – PRESENT

Freelance Marketer | @Market Nut | Self-employed | Remote

- **Founded and independently manage a niche marketing service** supporting indie game developers, with a focus on underrepresented creators, including female-led studios
- **Develop tailored marketing strategies** to help indie games build visibility, grow audiences, and increase Wishlist conversions
- Plan and execute social media strategies across platforms, creating authentic, community-driven content that aligns with each game's identity
- Write and optimise copy for game store pages (including Steam), improving clarity, positioning, and player engagement
- Support clients with game positioning, messaging, and brand identity to ensure their projects stand out in a competitive market
- Design and deliver launch marketing plans that build pre-release momentum and sustained post-launch interest
- Provide ongoing consultancy and hands-on support, simplifying marketing for developers so they can focus on game creation

2023 – PRESENT

Content Creator | Personal Brand | Remote

- Created gaming and anime content across social platforms, building an engaged niche audience
- Generated **900,000+ TikTok likes** through trend-driven short-form content
- Grew and **maintained a 2,000+ follower community** through consistent content and engagement
- Developed platform-specific strategies to maximise reach and audience retention
- Invited to industry events (Comic Con, MegaCon) as a recognised content creator
- Produced live event content and engaged directly with audiences

Skills

Content Creation • Graphic Design & Editing: Canva, Adobe Photoshop, CapCut, Procreate, Wix • CRM software • Copywriting • Blog Writing • SEO & Website • Email Marketing • social media • Promotional Material • Technology & Organization: Word, PowerPoint, Excel • AI Tools: ChatGPT, Gemini, Claude

Key Achievements

- Established **Market Nut** as a trusted, approachable marketing partner within indie dev communities.
- **Led a comprehensive company rebrand within my first year** on the team, establishing a clearly defined brand voice, visual identity (including colour palette), and core ethos to ensure consistency across all communications and touchpoints.
- Jan 2025 - Jan 2026, we saw an **open rate of 30.6%, click-through rate of 3.7%, and subscriber growth of 17%**.
- Executed the social media plan, resulting in a **27% increase in follower growth on Instagram, 37% Facebook increase** and a **8% follower increase on LinkedIn over 12 months** (Jan 2025 - Dec 2025)

Volunteering

- **Women in Games** | Volunteer | April 2026
- **Alzheimer's Society** | Volunteer Cheerer | March 2026
- **Breast Cancer Now** | Fundraising Volunteer | Sept 2023

Certificates

- Influencer Marketing for Beginners (Semrush – 2024)
- Foundations of Digital Marketing and E-commerce (Google – 2024)
- Email Marketing Certified (Hubspot Academy - 2024)
- Social Media Certified (Hubspot Academy - 2024)

Education

2022 | A-Levels | Cadbury College | Kings Norton, BIR

Travel & Tourism A*. Law Studies – E. Film Studies C.

2019 | GCSE's | Trinity High School and Sixth Form Centre | Redditch, WORC

English literature – B English Language – B Biology – B Chemistry – C Physics – B Mathematics – C History – B Health & Social Care – B ICT – A* Art – A.

Activities

Literature • Art • Yoga • Pilates • Weight Training • Swimming • Content Creation • Meditation • Gaming • Hiking