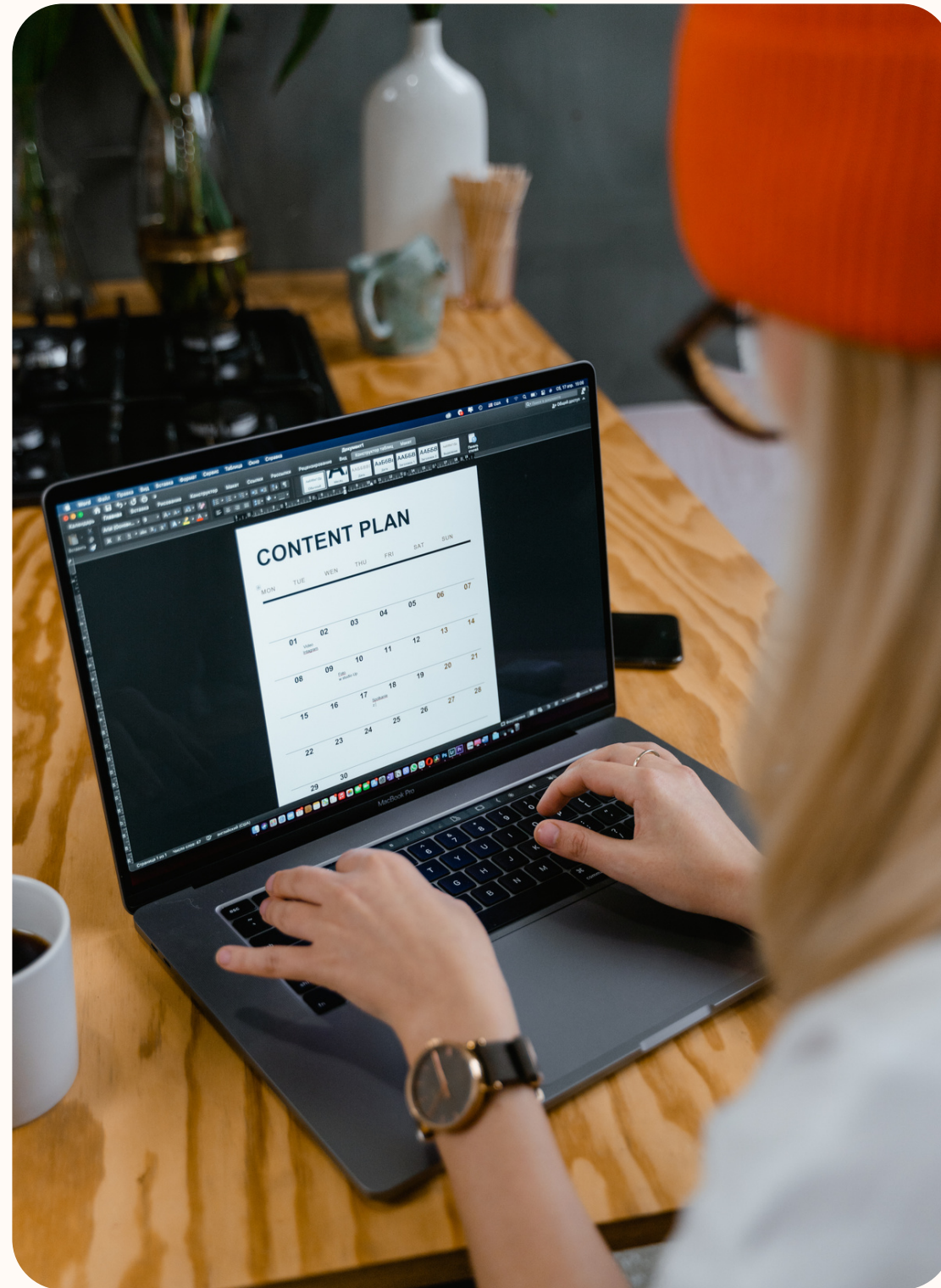


PORTFOLIO

Jessica Murray

CONTENT MARKETER & COPYWRITER



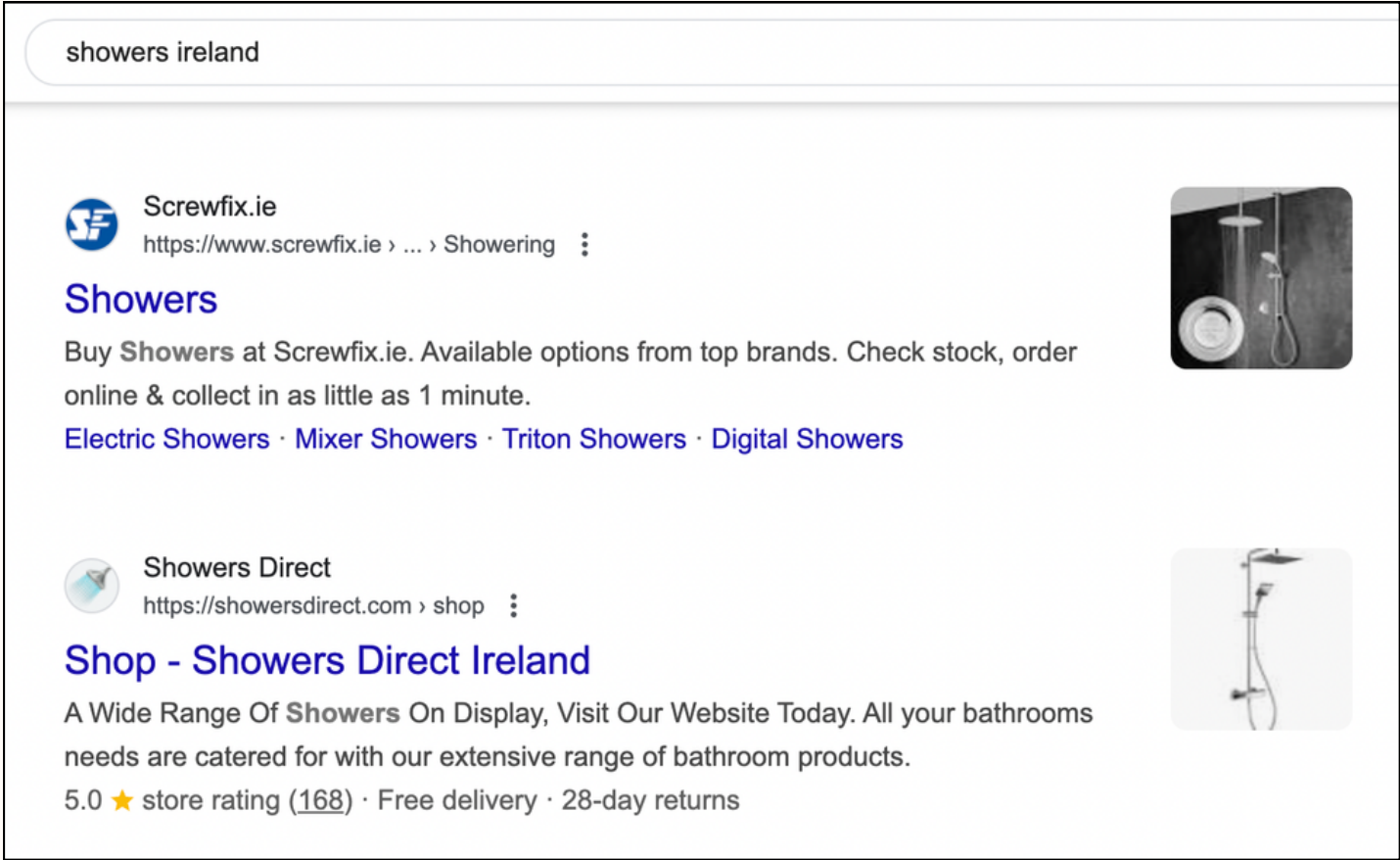


I am a digital content marketer and copywriter

I have spent five years of my professional life working on numerous marketing projects, experimenting with styles, visuals and copy.

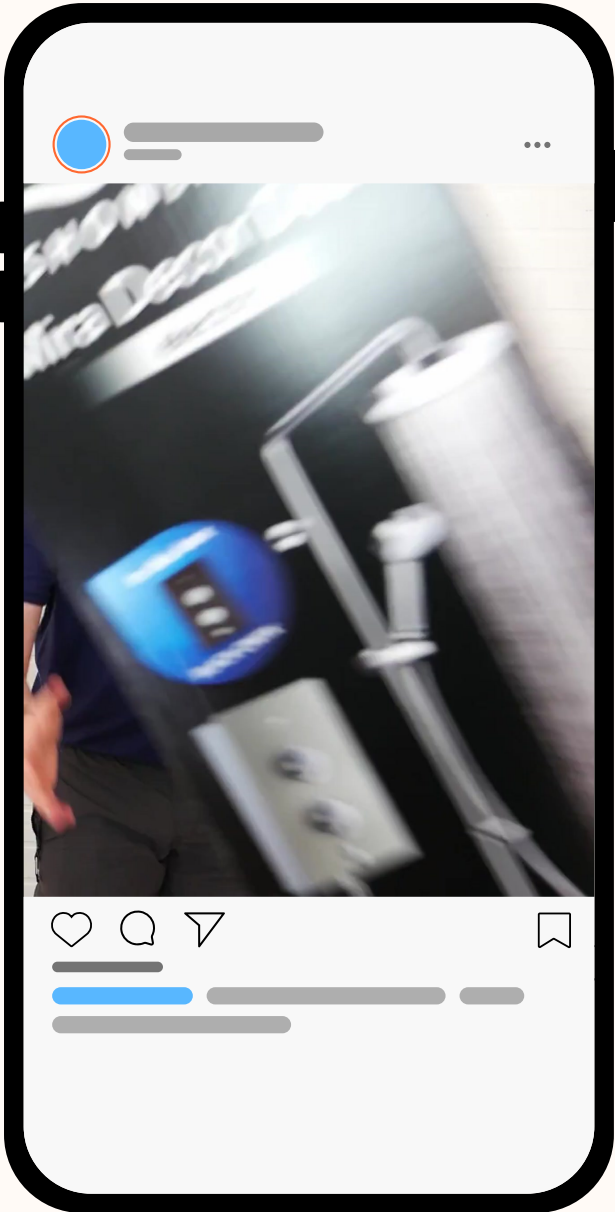
I have worked in marketing teams across small and large businesses including menswear, manufacturing and e-commerce.

Writing over 40+ blog posts, press releases and web copy.
I currently manage the digital marketing and content developement for Showers Direct, an online D2C shop.



#2 organic ranking for top keyword

Showers Direct



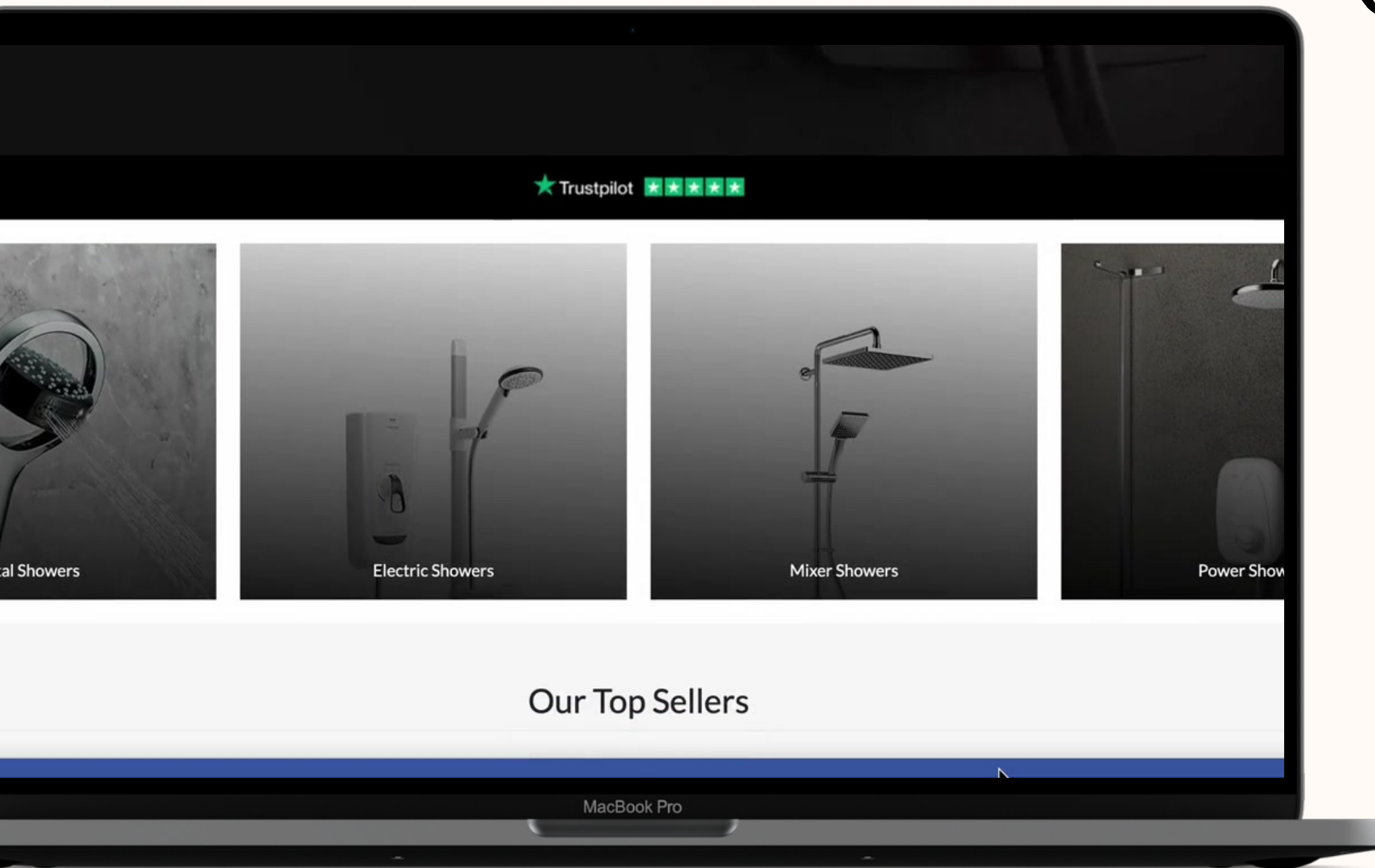
23	showers ireland	Avg. position: 2.3	Top 5 results
24	low pressure shower	Avg. position: 3	Top 5 results



At Showers Direct, I built a blog page, wrote over 30+ blog posts, improved organic ranking with several top 5 organic rankings for keywords. Aswell as work on content extending too video & web content, social media posts, giveaways, online advertising and influencer marketing .

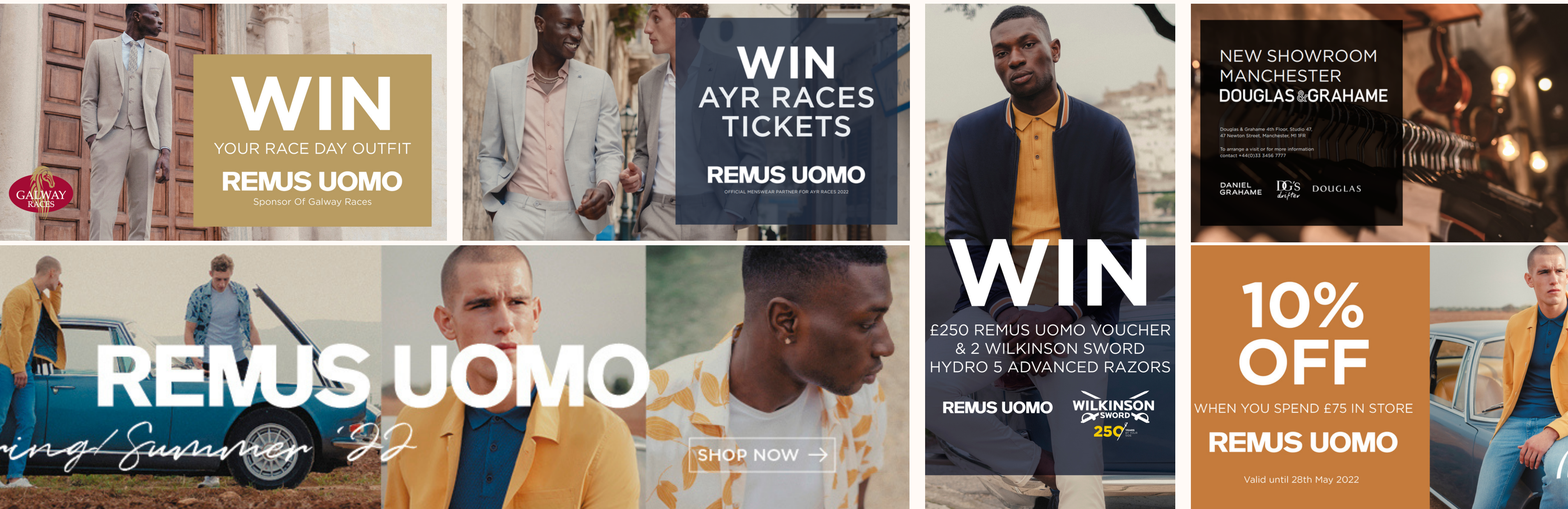
Campaigns

Ranking in the top 5 for multiple keywords through blog posts.



I help Showers Direct with their website copy and product descriptions.

The image displays a website dashboard with a light orange background. At the top left, there's a 'Google Search' section with a blue 'G' icon and the text 'How visitors find your site on Google'. Below this is a 'Most searched queries' dropdown menu. A list of queries follows: '6 electric showers' (Avg. position: 6.1), '7 mixer showers' (Avg. position: 3.3, Top 5 results), '8 mira shower' (Avg. position: 4.2, Top 5 results), '9 electric showers uk' (Avg. position: 3.9, Top 5 results), and '10 thermostatic shower' (Avg. position: 7.4). To the right, an 'Achievements' section shows progress bars for Google Search Impact: '6.19K / 7K Google Search Impact' (Reach 7K clicks in 28 days), '6K Google Search Impact' (Reached 6K clicks in 28 days, Jan 28, 2024), '5.5K Google Search Impact' (Reached 5.5K clicks in 28 days, Jan 23, 2024), and '5K Google Search Impact' (Reached 5K clicks in 28 days). Below the dashboard is a grid of 12 article thumbnails. Each thumbnail has a title, a subtitle, an author 'by Jessica from Showers Direct', and a date. The articles are: 'Rada Commercial Bathroom Taps' (Jan 23, 2025), 'Shower Trends 2025' (Jan 9, 2025), 'How to Cosy up your Bathroom for Winter' (Oct 25, 2024), '10 Benefits of Electric Showers' (Sep 26, 2024), 'Low Pressure Electric Showers' (Sep 12, 2024), 'Common Electric Shower Problems + Fixes' (Sep 10, 2024), 'Top 5 most popular electric showers UK' (Aug 29, 2024), 'Digital or Electric Shower?' (Jun 18, 2024), and 'Summer Bathroom 2024: Styling, Tips and Trends' (Jun 12, 2024). The thumbnails feature various images related to bathrooms and showers.



Remus Uomo

I was a marketing executive at Douglas and Grahame where I worked closely on several promotional, seasonal and brand collaboration across social media, web, print projects for their leading brand Remus Uomo.



Diamond Dates NI

I created and managed the social media presence of Diamond Dates, designed print and digital marketing materials. The highlight being a video I made for a local digital billboard.

Photonic Measurements

12.904

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kevin@photonicmeasurements.com @Photonic_M



Photonic Measurements

I have worked on many press releases, white papers, and ads for a start up in the manufacturing industry. I helped promote their business and increase brand awareness online and offline.

Get in touch



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EMAIL

jmurray.digital@gmail.com

Other projects

Outside of my professional setting I have interests in design, photography & video editing.



Other writing

I also freelance for two travel sites in Ireland and have written satire and travel articles. Which you can read -



10 Hilarious Father Ted Quotes For EVERY Situation in LIFE

There is no Irish show quite as quotable as Father Ted. Some quotes even good enough to get you out of life's trickier situations.

 Meanwhile in Ireland / Jul 27



10 completely SAVAGE things Graham Norton has SAID on TV

Ireland's sweetheart, Graham Norton, masterfully delivers iconic one-liners, while his wit is unparalleled, does it always stick the landing?

 Meanwhile in Ireland / Jul 2



Why the SIMPLE Irish Cup of Tea Solves Absolutely EVERYTHING

As a nation, we love tea like we love Guinness. Deep in the fabrics of Irish culture, tea's healing nature stretches far beyond ingredients.

 Meanwhile in Ireland / Jul 14

Achievements

Throughout my career I have gained several certificates and pursued additional courses in SEO, online advertising, content writing etc.



SEO Certified

Jessica Murray

The bearer of this certificate is hereby deemed knowledgeable about SEO and capable of optimizing a website to perform well in search engines.

Valid from: Oct 25 2023 - Nov 23 2024

Certification code: bc2560c7422e42fe522a6e89edf51

HubSpot Academy





HubSpot SEO II Certified

Jessica Murray

The bearer of this certificate is hereby deemed knowledgeable in SEO and capable of implementing advanced SEO tactics on a website.

Valid from: Jan 18 2024 - Feb 16 2026

Certification code: cf83cff245624455873b390d7bc56d2e

HubSpot Academy





Content Marketing Certified

Jessica Murray

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. They have been tested on best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Valid from: Nov 4 2024 - Dec 4 2026

Certification code: 3ea8ef67f34443e19655f7fdd3c207b4

HubSpot Academy



