



Ashleigh Moore

Global SEO & Content Specialist

📍 London, UK

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Languages

English (Native)

About

A passionate and dedicated digital content and SEO specialist with extensive experience and knowledge spanning over 10 years within fashion and luxury sectors. Wide-ranging global digital expertise creating and delivering multi channel campaigns, leading teams and initiatives to support SEO and business-wide growth strategies. Forward-thinking approach in delivering in depth research and analysis of established and emerging search behaviours, comprehensive reporting and innovative communication of insights across luxury fashion brands.

BRANDS WORKED WITH

Hello! & Hello! Fashion Monthly

THE OUTNET

ThoughtShift

Experience



● Global SEO Strategist

THE OUTNET | Jan 2018 - Sep 2022

Responsible for the creation and implementation of a Global SEO strategy, management of SEO roadmaps and supporting in business wide KPIs in order to drive consistent YoY growth. Most recently: +19% traffic, 56% revenue, +19% AOV and +11% (BU22 YoY, GA data), exceeding the reforecast target by +3% for visits and +26% GSO (BU22 Tableau data)

- Data driven and consumer demand led optimisation of website content across Homepage, PLPs, DLPs, PDPs and editorial pages
- Working closely alongside Site Trading, Editorial, UX and Development teams to ensure Google's best practices are followed across all key areas e.g. Content Block optimisation, PID replacement strategy, quick links management, internal linking optimisation, Custom List management process, Mega Nav optimisation and planning, user journey optimisation
- Support on site migration 2018 driving +36% lift in traffic and +18% lift in revenue results within 1 month
- Support on localisation projects, Japan, MENA, Germany
- Stakeholder in pre and North Star launches of Menswear in INTL and AM
- Reporting and analysis insights communicated to wider trading groups and TON Managing Director on weekly, monthly and ad hoc basis, including deep dives and investigation into regional and multi-channel performance changes where necessary
- Performance forecasting based on keyword projections and alignment with wider financing targets
- User behaviour and trend analysis forecasting to shape website activity and wider brand marketing strategies
- Alignment with Site, Buying, Marketing, PR, Editorial and Social Media teams to kick off each Quarterly Planning process to ensure all customer demand opportunities are met, driving significant traffic and revenue lifts YoY (e.g. Organic dresses revenue +84% YoY)
- Stakeholder in Quarterly Content Reviews to communicate performance metrics, feedback and align with editorial and marketing team KPIs
- Alignment with Product and Development teams and processes to ensure support of SEO roadmap, initiatives and bug fixes - e.g. core web vitals, sub-category content block optimisation, custom list review management, redirects, H1, H2 tagging implementation, editorial content migration

-Supported in the reconfiguration of communication and backlog management between these teams to aid in more streamlined and clarified process

- Managed SEO Content Strategy and SEO page RACI process alongside cross-team budget management to create demand-led articles in support of wider seasonal campaigns. Consistently met objectives to drive organic members

● Digital Marketing Manager

Hello! & Hello! Fashion Monthly | Apr 2016 - Jan 2018

Responsible for the SEO content strategy creation and implementation, successfully driving increased traffic and brand awareness YoY and

achieving numerous page 1 keyword rankings through:

- Performing advanced research and analysis to develop content opportunities alongside the online journalists
- Identifying cross-channel content opportunities utilising AMP, social media channels and multi-media materials such as video, gifs, images
- Creating and implementing site-wide keyword research strategies, on-site optimisation and internal linking strategies; utilising trend forecasting tools in line with optimisation techniques to maximise editorial opportunities
- Advancing the keyword strategy to include the analysis and development of backlink profiles strategically for individual vertical campaigns (News, Fashion, Beauty, Travel)
- Liaising directly with web developers to problem solve and ensure UX across the site is as efficient as possible, including website redesign and landing page optimisation
- Providing tailored SEO training and guidance to the online editorial team: daily subbing and editing of written articles, onsite content analysis, 1:1 feedback sessions, daily support with best optimisation practices and research
- Project management of multi-channel campaigns focusing on brand awareness, traffic and engagement metrics. For example:
 - 'The Fashion Special' - Managing paid Facebook advertising, budget, content, site design, influencer outreach
 - London Fashion Week campaigns - supporting the video content strategy and leading the online promotion to ensure maximum exposure and match the proposed strategy, attending and reporting on fashion shows and presentations



● Digital Marketing Architect

ThoughtShift | May 2015 - Mar 2016

Specialising in high quality SEO content and copywriting for a vast number of different purposes both onsite and offsite within the fashion, travel and lifestyle industries, as well as social media management and consultancy across varying B2B and B2C sectors

- Responsible for leading and implementing effective digital marketing strategies for both SEO and integrated marketing campaigns; ensuring that all tasks, objectives and KPI targets were met or exceeded. Increasing eCommerce transactions by over 20% in 6 months
- Lead architect on numerous key eCommerce and social media marketing campaigns for: Anna Scholz, Camp Leaders UK, SCI-MX and And So To Bed. Support on campaigns for the likes of Rock My Vintage, Fabrics & Papers, Smaller Earth, Biscuiteers Ltd, Calumet, RED5
- Performing in-depth analyses and research to ensure maximum reach of all copy and other online marketing techniques for new clients to ensure insightful and valuable digital marketing strategies
- Using advanced optimisation techniques to achieve rank improvements of over 90 positions within the first three months on several campaigns, resulting in numerous page 1 ranking results within the first quarter
- Creating and teaching campaign management, social media consultancy and content writing processes to colleagues, briefing and/or training team members in specific tasks required to meet campaign KPIs
- Leading monthly content workshops for teams of 5-10, training junior members in content and social specialisms, providing support on social media management and consultancy for campaigns across the team



● Digital Marketing Consultant

ThoughtShift | Nov 2013 - May 2015

Gaining further experience in SEO, content marketing, copy writing and social media management. Learning more advanced online marketing techniques: site architecture analysis; conversion rate optimisation; competitor analysis and ranking result analysis; offsite promotion techniques including blogger outreach and community engagement



● Digital Marketing Intern

ThoughtShift | Aug 2013 - Nov 2013

Extensive one-on-one training for onsite and offsite SEO, copy writing and social media marketing.

● Senior SEO & Content Strategist

| Nov 2022 - Now

Senior SEO & Brand Content Strategy Specialist
Senior SEO & Brand Content Strategy Specialist

Freelance
Freelance

Nov 2022 - Present · 1 yr 5 mos
Nov 2022 - Present · 1 yr 5 mos

London, England, United Kingdom · Remote
London, England, United Kingdom · Remote

Leading SEO and content initiatives for luxury fashion clients to enhance their digital and brand performance in alignment with wider business objectives. Specialising in the niche between organic growth marketing and creative brand editorial, I use SEO insights, market research and trend analysis to create and implement engaging and effective growth strategies.

My approach is multi-faceted, depending on the client and/or project requirements, I offer strategy consulting services as well as performance analysis, strategy creation, implementation and content ideation to strengthen brand awareness and reach growing audiences.

I am committed to delivering tangible results that drive brand visibility and resonate with target audiences. By seamlessly integrating SEO research and best practices with creative storytelling and wider marketing initiatives, I help luxury fashion brands thrive in the digital landscape while fostering sustainable growth.

Clients include Métier, Suitcase Magazine and more.

Education & Training

2009 - 2012 ● **Queen Mary, University of London**

BA Hons, History

2007 - 2009 ● **Colchester Sixth Form College**

A Levels, English Literature, History, Philosophy

2005 - 2007 ● **Hadleigh High School**

GCSE,