

GEORGIE JUDD

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KEY ACHIEVEMENTS

10+ Years Marketing Experience

Advanced from in-house marketing roles to independently leading full marketing functions for organisations across multiple sectors

20+ Clients

Delivered results for 20+ organisations across legal, charity, education, travel & SMEs

Full-Stack

Executed full-stack marketing across SEO, PPC, email, social, web design, print, events & analytics

10+ Years

Teaching languages to adults & children in-person and online, strengthening communication, adaptability and audience engagement skills

4 Languages

Full professional fluency in English, Italian, French & Spanish; delivered multilingual SEO strategies and campaigns with strong writing & keyword research expertise

End-to-End Delivery

Owned end-to-end marketing delivery across every major channel, driving measurable growth in leads and conversions for multiple organisations simultaneously

NHS & Charity

Drove impact across public and non-profit sectors:

Communications Officer at the NHS; led Google Ads, social and website management for Sage House Tangmere; and served as full-time Marketing Manager within a procurement organisation

30+ Tools

Mastered 30+ platforms across marketing, CRM, CMS and AI tools

PERSONAL PROFILE

A **results-driven marketing specialist** with substantial experience spanning digital strategy, content, and campaign delivery across diverse sectors. Equally comfortable setting strategy at board level and executing hands-on, I bring a rare combination of commercial acumen, creative expertise and multilingual capability.

- Degree-educated in Modern Languages, with exceptional written communication skills honed across academic and professional settings
- Highly organised and deadline-driven, with the ability to manage multiple client accounts and campaigns simultaneously (in numerous styles and contexts)

- Commercially minded with a creative edge, consistently finding the balance between data-driven decision making and compelling, audience-led storytelling
- Experienced in leading teams, managing budgets, and building long-term client relationships, with a track record of retaining and growing accounts across industries

WORK EXPERIENCE

Founder & Marketing Specialist – InsightBooster (Freelance Marketing Agency/Consultancy) Jan 2022 – Present · Remote

InsightBooster is an independent one-person marketing agency/consultancy through which I deliver end-to-end digital solutions, continually adapting strategies to deliver exceptional results for clients.

Responsibilities

- Tailored marketing plans and digital strategies for each client
- SEO copywriting, keyword research, on-page optimisation and proofreading
- Email campaign design and execution to maximise conversions
- Social media strategy and management (LinkedIn, Facebook, YouTube, Instagram, X, BlueSky, Reddit etc.)
- Google Ads and Meta Ads setup, management and optimisation
- Visual content creation including use of Adobe Creative Suite and Canva
- Website design, development and optimisation (including WordPress, Squarespace, Wix, Shopify, WooCommerce, Kajabi, Showit)
- Landing page builds and full website redesign projects
- Performance tracking via GA4, Google Search Console and Tag Manager
- Print collateral design including brochures, flyers and brand assets
- Event marketing coordination, including planning and promoting in-person and online events to drive attendance and brand awareness
- Budget management and reporting on campaign performance against client goals
- Developing and presenting marketing strategies and reports
- Leveraging AI tools to enhance content production, keyword research and campaign efficiency
- CRM setup and management to support lead nurturing and client communications

Key Client Projects

Growth Animals Ltd · Jun 2026 – Present

Creating websites, managing Google Ads and conducting SEO research for clients, increasing online visibility and generating relevant enquiries.

Saltmarsh Marketing · Oct 2025 – Present

Article writing, social media content and SEO research to inform content strategy, resulting in a notable increase in organic traffic for clients.

De Wit Immigration Law · Sep 2025 – May 2026

End-to-end bilingual (English/Spanish) email funnels and print assets for business development. Quality of work prompted several subscribers to request my contact details.

Sage House Tangmere · Dec 2025 – Feb 2026

Interim marketing cover managing and optimising Google Ads (Google Ad Grant), social content and website updates for the charity. Delivered tangible improvement in digital performance.

Monday Clicks · Apr 2025 – Present

French SEO keyword research and optimised content creation for a major French home improvement retailer, achieving significant growth in organic search visibility.

Archaeology of Murder · Jun 2025 – Present

Designed and developed a WordPress website that is user-friendly and visually engaging.

Elizabeth Henson · Aug 2024 – Present

Managing LinkedIn presence, email marketing, Meta Ads and lead generation, transitioning to ongoing monthly Google Analytics reporting on website performance and user engagement.

Bullard Law · Jan 2024 – Aug 2024

Comprehensive multi-channel digital marketing strategy and content creation, driving measurable growth in enquiries for mediation and estate planning services, the client's primary goal. Work included video creation for YouTube.

Indie Law · Dec 2021 – Apr 2025

- Collaboration with technical and non-technical stakeholders
- Interim marketing leadership and continuity during organisational transitions

Weekly email campaigns, social media (LinkedIn, Instagram & Facebook), Google & Meta Ads, SEO optimisation and LinkedIn lead generation. Delivered significant improvement in lead quality and conversion rates, contributing directly to revenue growth and prompting the firm to expand its sales team.

Communications Officer – NHS Health Research Authority May 2024 – Mar 2025 · Remote
Managed internal and external communications strategy, ensuring consistent messaging and effective public relations across the organisation.

Marketing Manager – Augmentas Group Feb 2022 – Mar 2024 · Remote

- Owned end-to-end marketing strategy: PPC, SEO, content, email (internal and external), social media and website management
- Produced all marketing collateral – online copy, banners, brochures, leaflets and case studies
- Redesigned company WordPress (Augmentas Group) and Squarespace (Weston Recruitment) websites for improved user experience
- Utilised image and video editing tools to enhance visual content
- Organised trade events; supervised and mentored marketing interns
- Built strategic relationships for cross-promotion with industry players, agencies, and vendors
- Managed marketing budget and reported performance against goals

Product Executive – Serenity Holidays Jun 2018 – Feb 2022 · Fareham

- Bolstering brand awareness through content production and management as well as delivering saleable, competitive and profitable travel products within the commercial team
- Produced and proofread all online content for the Places brands: blogs (SEO-optimised, brand-consistent articles), email campaigns, web pages and advertising
- Managed social channels through Sprout Social (Facebook, Twitter, Instagram, LinkedIn) and designed email campaigns in Mailchimp
- Collaborated on printed materials including destination guidebooks and brochures
- Used Google Analytics to measure site performance and refine digital strategy

Group Manager (Operations, Contracts & Product) – Specialist Journeys Ltd Jun 2017 – Jan 2018 · Salisbury

Led a team managing contracting, pricing and product development. Planned, produced and proofread printed content for the Andante Travels brochure.

Operations Executive & Tour Manager – Specialist Journeys Ltd Mar 2016 – May 2017 · Salisbury

- Delivering exciting tours for archaeology enthusiasts in a high pressure working environment
- Built complex international itineraries; managed all supplier, hotel and agency communications
- Led tour groups of ~25 guests as Tour Manager, receiving consistently high feedback
- Researched destinations and proofed travel brochures for accuracy/target audience suitability

Language Tutoring Apr 2014 – Present · Across Hampshire, Madrid & Remote

Taught in multiple capacities: private 1:1 tuition (adults & children, online and in-person), Lecturer at Totton College and Romsey School, French Club Coordinator across local primary schools, Pre-sessional Advisor at Southampton University, and a year-long teaching placement in Madrid.

University Roles – Ambassador, Student Consultant & Admissions Rep Nov 2012 – Jun 2015 · Southampton / Portsmouth

Delivered presentations to thousands of prospective students at open days, schools and fairs. Served as Student Consultant Project Manager for a luxury hotel loyalty programme (Harbour Hotels / IBM).

EDUCATION

BA (Hons) Modern Languages – French, Spanish & Italian | 2:1 2011 – 2015 · University of Southampton (inc. year abroad)

A-Levels & GCSEs 2005 – 2011 · Totton College & Hardley School

A2 French (B), A2 English Lit & Language (B), A2 Psychology (B); AS Italian (B), AS Performance Studies (B). GCSEs include French (A*), Italian (A*), Spanish (A*), English (A), Science (A) and Mathematics (B). Obtained GCSE results a year early.

SKILLS & TOOLS

- **Languages:** English (native), Italian (fluent), Spanish (advanced), French (advanced)
- 2013 - Present – **Created my own business**, offering language tuition for adults and children alike. This involves liaising with clients, and marketing to source new students.
- **Tools mastery:** All major social channels, Google Ads, Meta Ads, Google Analytics, Google Search Console, Google Tag Manager, Semrush, Ahrefs, Screaming Frog, Mangools, Hotjar, Mailchimp, Campaign Monitor, Flodesk, HubSpot, Salesforce, Pipedrive, Zoho CRM, Lawmatics, Zapier, WordPress, Wix, Squarespace, Shopify, WooCommerce, Elementor, WPBakery, Kajabi, Canva, Adobe Creative Suite, Figma, Microsoft Office, Google Sheets, ChatGPT, Claude, Gemini, Copilot, Jasper AI, Buffer, Hootsuite, Sprout Social, Later, SocialPilot, Sendible, ClickUp, Paperless Post, Google Business Profile, Trustpilot, Feefo, and other leading marketing and productivity platforms
- Highly adaptable and quick to learn, with a proven ability to hit the ground running across new sectors, teams and tools, backed by a commitment to continuous professional development and staying current with emerging marketing trends, platforms and AI innovations.

TESTIMONIALS

"Working with InsightBooster has been incredible! Georgie has been a tremendous help to my companies since we started working together. I struggled a lot in the past to find a marketing consultant that could really deliver results. Not only has InsightBooster consistently driven quality leads our way, but Georgie has just been an absolute pleasure to work with! 10/10 would recommend!"
Joey C Vitale, Indie Law

"Georgie is wonderful to work with on any marketing project! I have loved having her in my corner and we have already seen results from her hard work. She's great with Facebook Ads, Google Ads, email marketing and now we are diving into some social media and content."
Elizabeth Henson, Elizabeth Henson Coaching

"Georgie at InsightBooster was a pleasure to work with! She took the time to fully understand our objectives and completed the work quickly and to a high standard. I would recommend InsightBooster to anybody looking for some additional marketing support."
Beth Garrett, Venta Global

"I worked alongside Georgie during her time at Serenity Holidays, and was regularly inspired by her marketing insights and ideas. She regularly supported myself and others in the marketing team. She is creative, driven and a joy to work with."
Clarabel Jones, Serenity Holidays

"Georgie and her team always go above and beyond. She has a flair for knowing what works visually as well as content. She has become a valuable addition to our team. Highly highly recommended!"
Cesery Bullard, Bullard Law

References available on request