

BENJAMIN BRIDSON

Content Consultant
benjaminbridson@gmail.com

+34631325710
Based in Madrid
benjaminbridsoncreative.com

Content consultant with 5+ years' experience across in-house and agency environments, combining creative direction, content strategy and performance analysis.

LANGUAGES

English: native
Spanish: bilingual
Italian: conversational

CORE SKILLS

Creative direction
Content strategy
Copywriting
Video editing
Graphic design
AI prompting
SEO
Data analysis

INTERESTS

Music, theatre and creative writing.
Trained actor/director with performance credits and shortlisted work in prestigious playwriting and fiction competitions.

EXPERIENCE

Content Consultant

Apr 2026 – Present

Annie Bonnie, Madrid

- Hybrid creative/strategic client-facing role for Kyocera America and Europe
- Copy lead for product launches across web, social media and internal comms
- GEO strategy lead, boosting unbranded visibility by 1.9% and sentiment scores by 7% through digital PR
- SEO strategy lead, devising full upper funnel content plan for editorial and YouTube
- Web analytics for UX strategy, with hands-on use of Adobe Analytics

Creative Copywriter & Strategist

Aug 2024 – Apr 2026

IE University, Madrid

- Led creative direction for video campaigns generating 2,500,000+ views across organic, paid and performance
- Owned blog strategy and execution, driving 195,538 clicks and 615% growth through content, SEO and hands-on web implementation
- Built cross-platform reporting and performance dashboards across Power BI, GA4, GSC, Semrush, Clarity and Looker Studio
- Managed project delivery and budgets of €80,000, coordinating internal teams and external stakeholders
- Stakeholder management of senior executives from State Street, KPMG, Barclays and more

Creative Copywriter

Sep 2021 – Aug 2023

bestmedia, Madrid

- Led client-facing strategy proposals
- Helped secure a two-year contract with Wellastore.com alongside €1.5 million+ in agency billings since arrival
- Copy lead across Wella accounts
- Copy direction & execution for social media content, newsletters, banners, posters, press releases, translations scripts, and proofing

SEO Copywriter

Nov 2020 – Sep 2021

Glamping Hub, Sevilla

- Full-time position writing SEO content for main website and blog
- Tasks including keyword recovery, blogging, link-building, and landing page creation to meet company KPIs
- Contributor to 70% organic growth across full domain

EDUCATION

FdA Professional Acting (Distinction)

2017 – 2019

London Academy of Music and Dramatic Arts

BA English (2:1)

2014 – 2017

University of Bristol

A Levels (A*, A*, A, B)

2007 – 2014

AQA Baccalaureate (Distinction) — Calday Grange Grammar School