

AJAAY ALLEN

Digital Content Marketing

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Profile

Creative content specialist and video producer with extensive experience in EdTech, SaaS, B2B, and B2C marketing. Skilled in crafting engaging digital content that enhances brand awareness, drives audience engagement, and supports business growth.

Experience

Gatwick Direct – Dispatch Lead / May 2025 – Present

Coordinated the timely movement of screened goods to the correct airport terminals within strict delivery windows. Monitored and verified temperature compliance for chilled and frozen items to maintain food safety standards. Liaised regularly with senior management, line managers, suppliers, and terminal teams to ensure smooth operations.

FutureLearn – Video Producer / May 2023 – September 2024

Developed engaging content strategies for e-learning, B2B marketing, and SaaS-based education solutions. Created video templates for Roehampton University and Brunel University Online, optimising content for maximum reach and impact. Modified and customised digital learning platforms to enhance student engagement and accessibility. Led the production of live and recorded content, including graduations, testimonials, industry conferences, and marketing campaigns. Produced an education-led podcast series, managing pre-production, execution, and promotional content. Created vox pops and on-site event content, shaping engaging narratives for B2B and B2C audiences.

Interactive Pro – Associate Producer / November 2018 – April 2023

Developed high-impact video content for SaaS-driven EdTech and corporate training platforms. Sourced and managed presenters and industry experts to enhance content credibility and engagement. Produced 400+ e-learning videos covering topics such as Law, Healthcare, and Business Strategy for institutions like Brunel, Duke CE, and Arden University. Led the production of LSBF TV, which won the PQ Magazine Award for Best Social Media Use (2020). Created multimodal content, instructional graphics, and marketing visuals to drive brand messaging and customer acquisition.

Bang Curry – Digital Content Producer (Intern) / May 2018 – November 2018

Managed a full-scale brand refresh, driving video content strategy and social media engagement. Developed a new content strategy, emphasising B2B and B2C product storytelling through video. Built a visual catalogue of product-focused content to enhance customer experience and marketing effectiveness.

Mainstage – Animation and Video Editor (Intern) / February 2018 – March 2018

Edited video clips and promotional content for Snowboxx Festival, ensuring real-time engagement. Created motion graphics and animated assets for Kala Festival's first season, driving brand awareness. Designed B2B SEO videos and short-form content to optimise digital marketing performance.

Education

University of Hertfordshire

September 2014 – May 2017

BA (Hons) 2D Digital Animation

Skills

Content Marketing

Content Strategy & Execution (B2B, B2C, SaaS, EdTech) | Content Strategy & Community Building | Podcast Production & Promotion SEO | Brand Storytelling

Technical

After Effects | Premiere Pro | Lightroom | Photoshop | Canva | Articulate | Video Editing & Motion Graphics

Soft Skills

Communication & Collaboration | Adaptability | Time Management & Deadline Execution