



JEN MARS DEN

COMMUNICATIONS CONSULTANT / WRITER / EDITOR

hello@madhattercreative.com
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EXPERIENCE

Madhatter Creative Co, 2007 - current

founder

Enchanting Travels, 2011 - 2017

global marketing & guest relations
manager

Slow Food UK, 2010 - 2011

communications manager

Soil Association UK, 2009 - 2011

chair, health products standards board

Cmobile, 2010 - 2011

advisory panel member

Greenmystyle.com, 2009 - 2010

editor

Green Guide, 2008 - 2009

home & lifestyle editor & author

New Consumer, 2006 - 2008

editor

Loughborough SU, 2004 - 2005

ethical & environmental officer

CLIENT PORTFOLIO

WELEDA
SUBLIME MAGAZINE
METRO
PTA MAGAZINE
COTTONCONNECT
REAL FOODS
SIGNEASY
HAYES & JARVIS
ENCHANTING TRAVELS
HAND UP MEDIA
JORG&OLIF
PEOPLE TREE
BIGGREENSMILE.COM

SKILLS

STRATEGIC COMMS
PROJECT MANAGEMENT
SEO WRITING & EDITING
CMS DEVELOPMENT
PROOF READING
CAMPAIGN EXECUTION
INFLUENCER MARKETING
EVENT ORGANISATION
CRISIS MANAGEMENT
DATA ANALYSIS
BUDGET CONTROL
PRINT PRODUCTION

LANGUAGES

BASIC K&U IN FRENCH
KISWAHILI & HINDI

INTERESTS

YOGA / SWIMMING
POETRY / TRAVEL
COOKING / GARDENING
SEWING / CRAFT-MAKING

EDUCATION

Loughborough University, 2005

ba hons publishing with english (2:1)

James Gillespie's High School, 2001

five higher grades (english, french,
geography, music, history)
eight credit standard grades

Edinburgh Acting School, 2000

guildhall grade 5 speech and drama
with merit

AWARDS & ACCOLADES

Future 100 Young Entrepreneur
2009 winner

Loughborough SU's Best Contribution
by One Member Award & Special Merit
Award, 2004

Chartered Institute of Transport's
National Youth, 1998 winner

REFERENCES

Parik Laxminarayan
CEO & Co-Founder, Enchanting Travels
parikeenchantingtravels.com

Anna Guyer
Founder, Greenhouse PR
anna.guyer@greenhousepr.co.uk

CONTACT

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