

Ollie North

End-to-End Digital Marketing

With a master's in marketing and bachelor's in creative writing, I use emotional storytelling techniques to connect brands with audiences. I have a strong DIY mindset and a passion for learning which means I can engage with each step in the digital marketing process. Have a look at some of the projects I've done!

www.ollienorthdigital.com



BASIL Research Initiative

 @BASILResearchInitiative

Creative strategy | Social media post design |
Social media copy | Web assets



01/07

INSIGHTS

Lawyers are burning through
their most valuable asset.
And it's not time.

The profession runs on cognitive capacity, analytical reasoning, judgement, strategy. That resource is under serious and sustained strain.

Swipe →



02/07

THE EVIDENCE

The numbers behind the
burnout nobody's talking about.

59%

of UK legal professionals
report poor mental
wellbeing
LawCare, 2025

75%

of associates cite burnout
as their primary reason for
leaving
Unmind 2024

69%

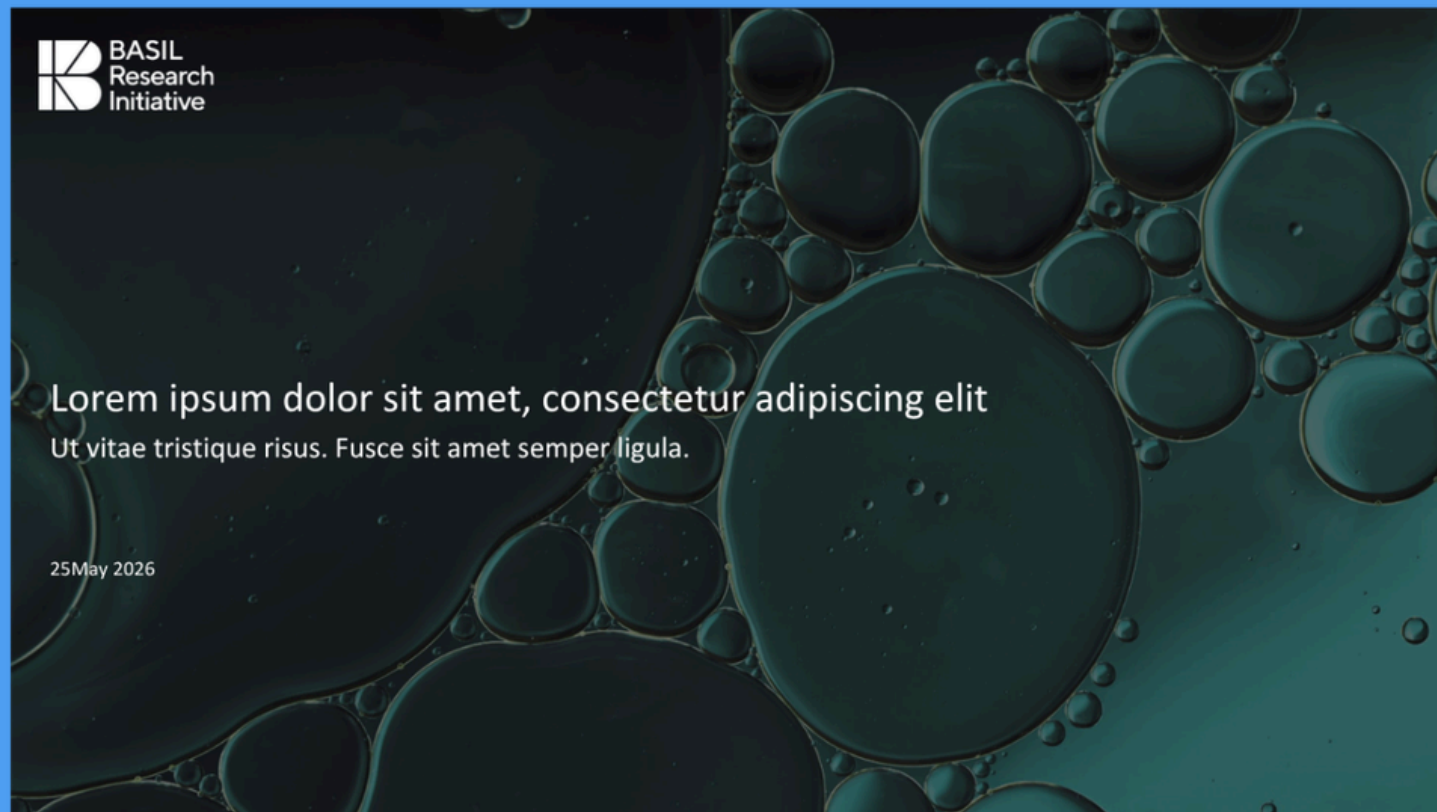
of the total cost of mental ill-health in large law firms is
presenteeism — lawyers at their desks but not at their best
LawCare, 2025

Swipe →

Reinvigorated LinkedIn presence, using more professional and engaging visual content to support long-form text content. This helps meet the time-poor target audience better and improves the overall visual identity of the brand. To do this, used graphics summarising key points of the post while encouraging engagement through subtle CTA's.

Also improved web assets such as client proposals, creating a cleaner and more professional brand identity.

Before



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Why use BASIL

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01. Skill ≠ Will

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02. The 80/20 Question

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03. Trust as the Foundation

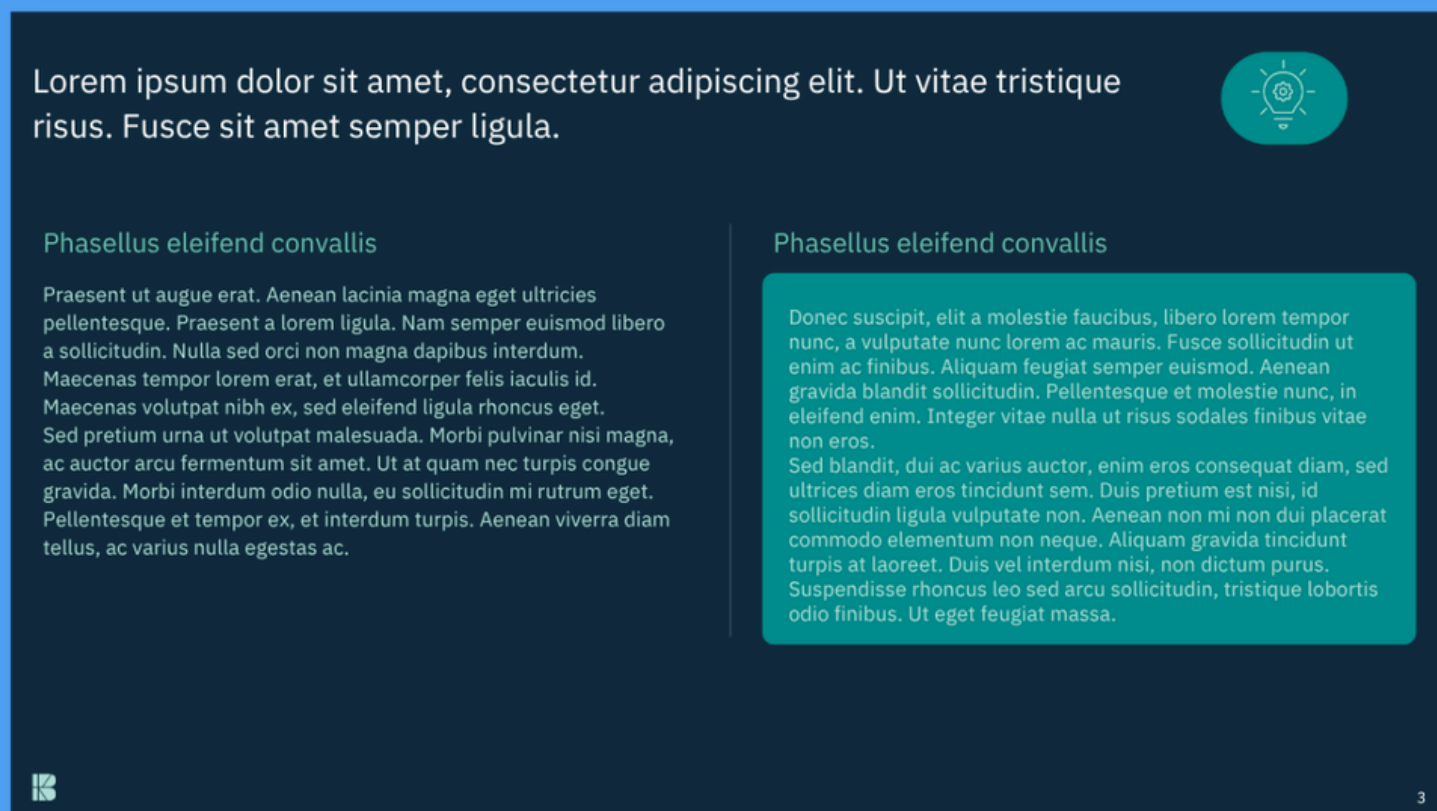
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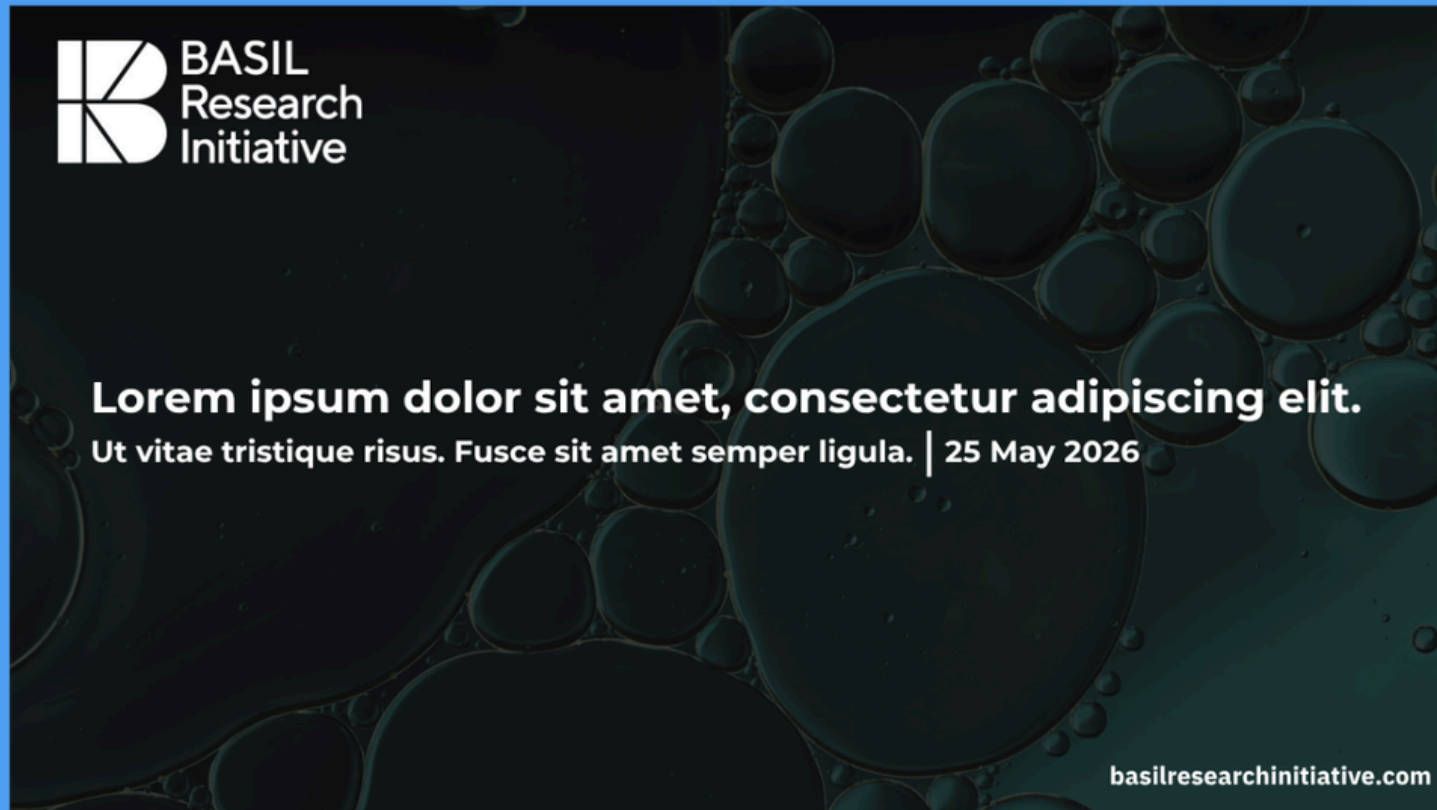
After



BASIL
Research
Initiative

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Ut vitae tristique risus. Fusce sit amet semper ligula. | 25 May 2026



basilresearchinitiative.com

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WHY USE BASIL

Legal-specific & Evidence-based Based, Measurable

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Measurement-driven

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5

The ASPIRE INDEX®

Building individual participants' and aggregated group insights

"Behavior change begins with powerful insights into self-motivations, impacts and proof of agency"

The ASPIRE Index®

The ASPIRE Index is a brain and mind science-based assessment tool designed to measure professional performance and key drivers of behaviors in the legal sector. Combining global research with evidence-based insights,

the ASPIRE Index serves three interconnected purposes:

- A global research initiative advancing understanding of what enables legal industry professionals to adopt behavior that drive up performance and wellbeing at the same time;
- An enterprise-level diagnostic platform for organizations; and
- A personal development tool that can help initiate behavior change for individuals.

At the group level, aggregated ASPIRE results give GCO leadership a data-driven picture of their team's collective readiness for AI adoption - including where the pockets of resistance are, what is driving them, and which intervention levers are most likely to move behavior.

<https://www.basilresearchinitiative.com/aspire>



7

A-Autonomy & Intrinsic Drive

- Self-motivated individuals
- Proactively shape their career trajectory
- Pursue continuous learning and innovative approaches

S-ProSocial Orientation

- Connected individuals with robust professional networks
- Strong collaborative skills and trust building abilities
- Commitment to collective advancement

P-Purpose & Values Alignment

- Purpose-driven with clear understanding of their "why" Values-based career decisions
- Align personal fulfillment with professional excellence

I-Interceptive Awareness & Self-Regulation

- Emotionally intelligent and able to manage stress effectively
- Understanding and responding to client needs
- Sustaining mental health throughout career

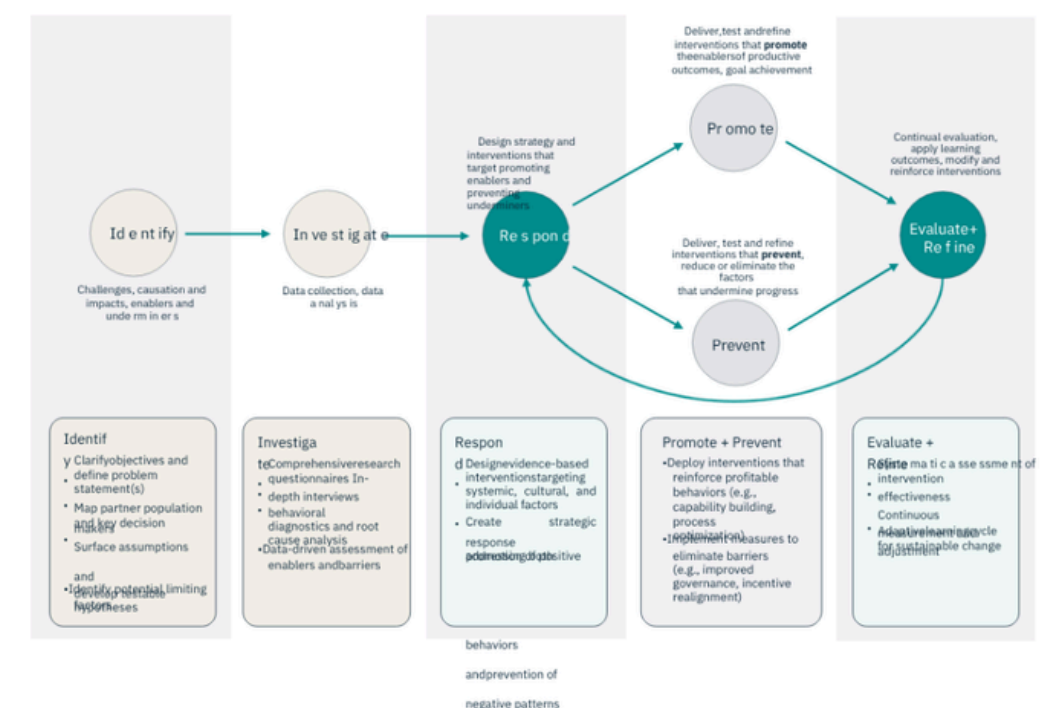
R-Resilience & Long-Term Engagement

- Resilient individuals who thrive through challenges
- Maintain sustainable work practices
- Ability to evolve and become anti-fragile

BASIL Methodology

BASIL's advisory methodology is grounded in the same rigorous, scientific approach used in behavioral science. It moves from diagnosis through to intervention design, delivery, and evaluation in a structured, evidence-based sequence.

Critically, this is not a linear process applied to a single workstream. Every advisory engagement runs two concurrent workstreams - Intervention and Integration - both informed by behavioral science, and both essential to achieving change that lasts.



9

After

Lorem Ipsum

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5

THE ASPIRE INDEX®

Building individual participants' and aggregated group insights

"Behavior change begins with powerful insights into self — motivations, impacts, and proof of agency"

The ASPIRE Index®

MEASURING PROFESSIONAL PERFORMANCE

- A** **Autonomy & Intrinsic Drive**
Self-motivated individuals who proactively shape their career, pursuing continuous learning and innovative approaches
- S** **ProSocial Orientation**
Well-connected individuals with strong collaborative skills and commitment to collective advancement
- P** **Purpose & Values Alignment**
Purpose-driven with clear understanding of their "why" They make values-based career decisions and align personal fulfillment with professional excellence
- I** **Interceptive Awareness & Self-Regulation**
Emotionally intelligent, maintains stress and mental health throughout career while understanding client needs
- R** **Resilience & Long-Term Engagement**
Resilient individuals who thrive through challenges, maintain sustainable work practices, and evolve to become anti-fragile
- E**

WHAT IS THE ASPIRE INDEX®?

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- A global research initiative advancing understanding of what enables legal industry professionals to adopt behaviors that drive up performance and wellbeing at the same time;
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AT THE GROUP LEVEL

Aggregated ASPIRE results give GCO leadership a data-driven picture of their team's collective readiness for AI adoption — including where the pockets of resistance are, what is driving them, and which intervention levers are most likely to move behavior.

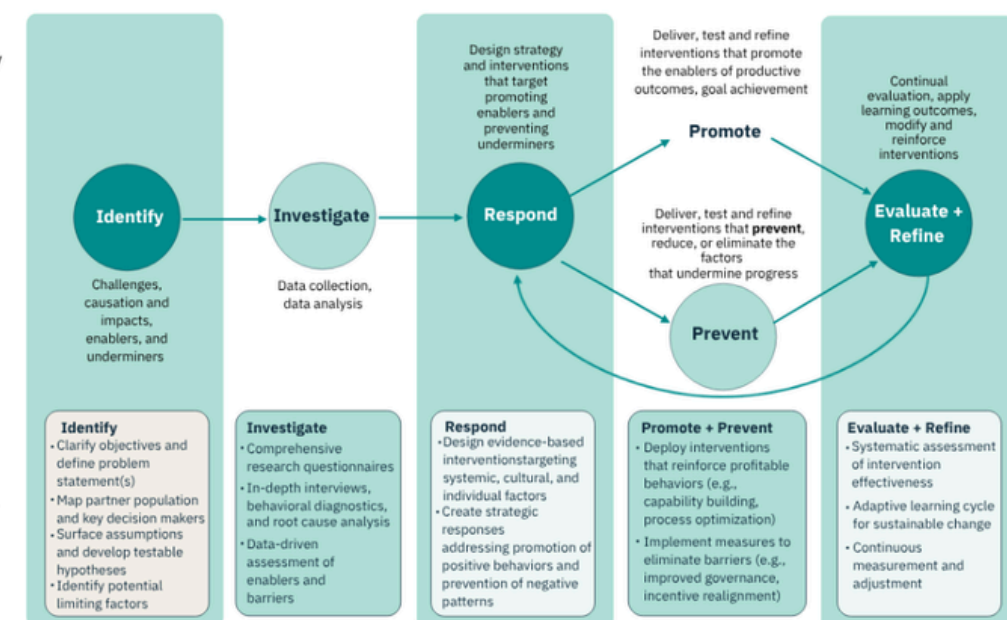
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9

How WrestleMania 42 Should Be Booked

OLLIE NORTH / APRIL 17, 2026 / REBOOKING



www.northstarslam.com

North Star Slam

Professional Wrestling Blog

Content Writing | Web Design | Web Development |
SEO Optimisation | Data Analysis | Graphic Design |
GSC | GA4 | GTM

Inspired by my lifelong love of the amazingly bizarre art of professional wrestling. I created this site as a passion project but also to help develop my practical skills in growing my own digital brand. I conducted thorough competitive analysis and keyword and query research to identify the available niche of “Pro Wrestling Rebooking”. Content is written and structured to balance quality, human writing with SEO strategies — ensuring that content answers queries and is genuinely useful to users.

Brisbane Dates

Social Media Account

 @brisbanedate_ideas

 @brisbanedates

Short-form content editing | Social copy |
Thumbnail design | Video production

A passion project created with my girlfriend that's a diary of our dates while also pushing back against the "nothing to do in Brisbane" sentiment. Through this, I've gained practical experience creating short-form social media content which has built my video editing, production, and social copywriting skills. I've also learned how to edit and write copy specifically for short-form content, maximising strength and authority within the Instagram and TikTok algorithms.



— No Boat Licence —
**Go Boat
&
Newstead House**

Thanks for your time!

If you need help with any part of the digital marketing journey feel free to get in touch!



theollie.north03@gmail.com



@oienornorf

