

## About

Creative communications professional with a passion for joining unexpected dots to create effective and resonant campaigns.

I have several years of experience as a Digital Marketing Manager and Freelance Marketer, working on a range of successful copywriting and 360 communications projects for B2B, B2C and non-profit clients within the arts, audio visual and scientific publishing sectors.

As a reliable, resourceful and enthusiastic person who thrives in both collaborative and independent settings, I learn quickly and enjoy using creative problem solving to rise to new challenges. Through my experience managing communications for multiple clients simultaneously, I have become accomplished at working to tight deadlines whilst balancing meticulous attention to detail with a long-term, strategic approach.

I am eager to contribute and develop my copywriting skills through work that connects people with meaningful brands and services.

## Education & CPD

### Institute of Practitioners in Advertising IPA Foundation Certificate in Advertising

Pending result, Feb 2024 - Sept 2024

### Cambridge Marketing College CIM Level 4 Certificate in Professional Digital Marketing

Pass with Distinction, Feb 2023 - Dec 2023

### M&C Saatchi

#### Open House Creative Comms Training Programme

Sept 2022 - Oct 2022

### University of Leeds

#### Advertising and Marketing MA

Pass with Distinction, Sept 2019 - Sept 2020

### TBWA \ MCR

#### Creative Advertising Challenge 2020

Semi-finalist entrant, Apr 2020 - Jul 2020

### One Minute Briefs

#### Participant and brief winner

Apr 2020 - present

### University of Exeter

#### English and Visual Culture with Study Abroad BA (Hons)

2:1, Sept 2015 - Jun 2019

### University of South Florida

#### Study abroad year

4.0 GPA, Aug 2017 - May 2018

### Bartholomew School, Eynsham

A Levels in English Literature (A), Psychology (A), Geography (B), Sept 2007 - Jun 2014

## Skills

- **Copywriting:** Google Workspace, Microsoft Office
- **Email marketing:** Mailchimp, Squarespace, HubSpot
- **Design & visual concepts:** Canva, Adobe Creative Suite
- **Proofreading & editing**
- **Web development:** Wix, Squarespace, Wordpress
- **Social media marketing:** Instagram, Meta, X, LinkedIn

## Experience

### Ben's Cookies

#### Social Media Manager

Sept 2024 - present

- Maintaining Ben's Cookies UK social media channels
- Planning, producing and scheduling content, including filming, editing and copywriting
- Creating monthly content calendars and quarterly social media strategy

### Visually Connected Worldwide

#### Marketing & Communications Specialist

Mar - Jul 2023

- Wrote blogs, listicles, email newsletters and case studies
- Improved and updated website including landing pages
- Created, scheduled and shared all social media content
- Developing SMART company marketing and lead-generation strategies
- Established and maintained a CRM system
- Fostered new and existing client and PR relationships
- Supported at trade fairs
- Implemented sub-branded service campaigns
- Managed brand touchpoints

### Maddy Kidner Morgan

#### Freelance Marketer

Oct 2020 - Mar 2023

Orchestrating communications projects for artists including exhibition promotion, social media campaigns, PR, marketing strategy development, website and ecommerce design and development

### SelectScience

#### Design and Production Assistant

Feb - Mar 2023

Writing copy and using specialist software to code and design marketing emails for a global subscriber base of up to 500,000 science professionals

### Fusion Arts

#### Digital Marketing, Communications & PR Manager

Dec 2020 - Aug 2022

- Generated and managed the organisation's communications output: social media content, press releases, online events listings, blogs and articles, exhibition text, newsletters, posters, adverts, Google Business profile
- Redeveloped the organisation's website, shaped their mission statement, refreshed their brand identity
- Grew their Instagram following by 140%
- Worked with cultural partners including Modern Art Oxford, Museum of Oxford, GLAM, TORCH, Makespace Oxford and Oxford City Council
- Managed the marketing, social media and press publicity campaign for Oxford Windrush Festival 2021

### Magdalen Road Studios

#### Digital Marketing Coordinator

Oct 2020 - May 2021

- Produced social content, developed a social media strategy, wrote and distributed press releases and email campaigns
- Interviewed artists for digital content features
- Created flyers, online listings, video and web content