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| Finlay Craig 07898111358 [finlaycraig96@googemail.com](mailto:finlaycraig96@googemail.com) Glasgow, Scotland  Good Afternoon,  Thank you for taking the time to consider my application.  I am a driven and hardworking professional with many years of experience developing media campaigns, press releases, branding and writing or adapting copy. I have overseen and grown the following of two organisations so far, creating content, analysing trends and adapting new marketing strategies to meet KPIs. I love working within communities, journalists and partner organisations, meeting face to face, creating online content and press releases to encourage engagement, as well as corresponding with members of the public when they have any questions or concerns. I am used to working on several projects simultaneously, managing different responsibilities, leading a team as well as working alone when required. I work to deadlines and KPIs to always ensure positive outcomes.  This role sounds fantastic and would enable me to develop my career. I look forward to hearing from you soon.  Kind regards,  Finlay |

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| A person in a suit  Description automatically generated | Finlay Craig  Communications Glasgow, Scotland  finlaycraig96@googlemail.com 07898111358 [bit.ly/fmbc](https://bit.ly/fmbc) | **Key Skills**  Social Media Management  Networking and Community Outreach  Website Management and Design  Case Study and Report Writing  Project Management  IT Support, Security Management and Training |
| Employment History  **Communications and Engagement** Your Voice Inverclyde Non-Profit Organisation January 2023 - Present  **Graphic Designer** ROX - Diamonds and Thrills Luxury Jewellery and Watch Retailer January 2021 - January 2023  **Freelance Design Work** January 2015 - Present  **Marketing Assistant** Dingbro Ltd Car Component Distributor April 2019 - September 2021  **Workshop Technician** North East Telecommunications Radio Equipment Company August 2018 - April 2019 | | Education  **BSc Hons Computing:  Graphics and Animation (2.1)** Robert Gordon University July 2014 - September 2018  **HNC Computing** North East Scotland College (NESCOL) September 2013 - July 2014 |
| Additional Information  Please visit my portfolio for examples of previous work - [bit.ly/fmbc](https://bit.ly/fmbc)  Full driver’s license, including business insurance.  References  Available upon request. |

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| Skills  Adobe Photoshop, InDesign, Premiere, Express  Canva, Azure,  Microsoft SharePoint, Office, Teams  IT Support, Security and Staff Training  Squarespace, Magento, HTML, JavaScript, CSS  Graphic Design, Video Editing  Meta Business Suite, Google Business Profile  Facebook, Twitter, LinkedIn, YouTube  Networking and events, public speaking  Report writing and press releases  CRM Systems - Zendesk, HubSpot  Workflow Automation Systems - Zapier  Email marketing - Mailchimp, Dotdigital, Outlook | Training  SEO Training - Curve Interactive  Advanced Excel Training - Solab IT Services  Digital Marketing - The Skills Network  Adult Protection Training - NHS  Child Protection Training - NHS  Homeless Network Scotland Training  Engaging with Communities - GCVS  Handling Aggressive Behaviour - IHASCO  Social Media Engagement - TSL  Trauma informed Practice - NHS  Autism Awareness - ATLAS |

Communications and Engagement - Your Voice Inverclyde

**Social Media Management**  
Overseeing and designing content to increase Your Voice's online presence, developing the brand, creating paid adverts, live streams and Q&A’s to garner interest in the organisation. Analysing the performance of content to implement future strategies. Monitoring messages and comments, responding in a timely manner. Writing copy for social media posts, with CTA's encouraging the public to get involved. Designing media bursts, posters, leaflets and videos to promote our upcoming events, surveys and ongoing projects.

**Networking and Community Outreach**  
Contacting partner organisations to stay informed about local developments, providing updates about Your Voice in turn. Creating press releases for local officials and media contacts, to promote upcoming events and mark milestone accomplishments. Meeting with community stakeholders and members of the public, to make new connections and expand the network. Designing surveys to create a continuous loop of information to and from our organisation. Leading on the Involve Inverclyde project, which engages with the community to gather feedback regarding health and social care issues. This involved hosting quarterly meetings in our offices for each project, as well as larger events with partner organisations such as NHSGGC and Inverclyde HSCP.

**Website Management and Design**  
Improving the SEO performance & accessibility of the website, increasing our search engine ranking for specific keywords. Created & updated content to increase online performance and engagement. Using the Squarespace framework and embedding content such as iframes and interactive maps.

**Case Study and Report Writing**Creating case studies and reports, covering organisational successes which were used to secure funding. This involved researching, collating and analysing statistics, designing infographics to convey complicated data in a simple visual format. Creating surveys and feedback opportunities to gather information from stakeholders. Our Annual Report contains updates and milestones from every ongoing project, as well as organisational developments and plans.

**Project Management**Leading and collaborating with team members and stakeholders, creating processes, guidelines, milestones and objectives. Planning regular catchups, monitoring and adapting projects to meet key deliverables. Working with a budget to keep costs to a minimum while achieving project goals.

**IT Support, Security Management and Training**Setting up, cataloguing and maintaining IT equipment. Training staff to use software such as SharePoint, Microsoft Office, Teams, Calendars and Emails. Ensuring security protocols and staff behaviour are in line with Organisational and GDPR Policies.