# Lydia Barrett BSc Hons, MA

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**Experience**

**July 2017 – Present PR Manager EMEA, Brandwatch: London**

* A strategic and data-driven approach to PR planning and implementation.
* Experience working within an international setting.
* Overseeing campaigns to reach targeted audiences.
* Comprehensive use of the Brandwatch platform.
* Placement of both B2B and B2C pieces including: The Guardian, BBC, Forbes, New York Times, TechCrunch, Marketing Week, PR Week, Digiday.
* 128 pieces of coverage published within the first 6 months at this position.

**August 2016 – July 2017 PR & Communications Manager, Flubit Ltd: London**

* Single handedly planning and implementing B2C, B2B and internal communication strategies.
* Working alongside marketing to align brand aesthetic and key messaging.
* Delivery of B2B/B2C coverage. Placements of note include: The Gadget Show, The Sun, The Telegraph and British Airways Business Life.
* Sourcing relevant media outlets, key journalists and influencers.
* Working with external content writers and advising internal content strategy.
* Leveraging Google Analytics and company data to determine effective delivery and focus.
* Forging long-term relationships with key members of the press.
* Over 60 pieces of coverage in total during my tenure.

**September 2014 – August 2016 Account Executive, PHA Media: London**

* Providing PR strategy tailored to individual stakeholder requirements.
* Sole responsibility of Chilly Powder account. Secured articles in: The Times, Stylist Arabia and Women’s Fitness.
* Client facing across all accounts including: Crystal Palace FC, Xercise4Less and Richard Thompson.
* Securement of coverage across various online, print and broadcast outlets.
* Press release construction, storytelling and pitching to the press.
* Identifying and working with key influencers and celebrities to reinforce brand image.

**Jan-September 2014 PR and Communications Intern, Depaul International: London**

* Responsible for creating and implementing an international social media strategy; focusing on best practice and impactful use of various channels across six counties.

**EDUCATION**

**Sept 2013 - September 2014** **University of Greenwich**

MA, Hons Public Relations (1st Class)

Graduated first in class.

Guest Lecture at the university on a regular basis.

**Sept 2009 - July 2012 Cardiff University**

BSc Hons. Human Geography and Town Planning (2:1)

**Sept 2005 - May 2009 Churchill Academy and Sixth Form Centre**

**A-Levels:** English Language **(B)**, Geography **(B)**, Theatre Studies **(B)**, General Studies **(B)**

**GCSEs**: 11 ranging from **A\*-B**

**REFERENCES AVAILABLE UPON REQUEST**