



Holly Benfield

Social Creative Strategist

Hi, I'm Holly

I am a social creative strategist with a passion for work that ignites connection through **storytelling**.

My background in charity communications laid the foundations for my love of all things social, where I cultivated the skills to deliver **end-to-end social strategy** and content creation.

Currently I am specialising in organic social at **cain&abelDDB**, working with Inspired Villages.

Holly's Beige Flags



Tackling perfection fatigue

Inspired Villages

Context

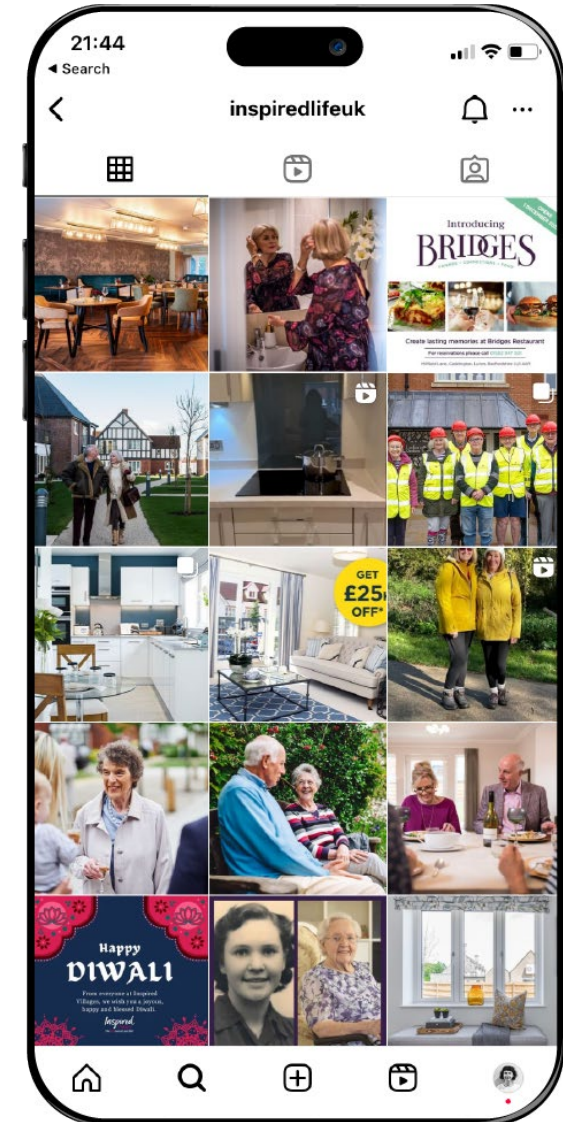
Audiences were experiencing perfection fatigue. Highly stylised and inauthentic content resulted in absence of engagement.

This was magnified by an infrequent and inconsistent posting schedule across multiple social profiles at brand and village level.

Solution

To position the brand as authentic and trustworthy, by showing prospective consumers a glimmer of the Inspired lifestyle and reaffirm resident experiences.

Facilitating content stream by integrating with in-house creative team, building relationships across a nationwide network of villages and liaising with high-profile stakeholders.



Tackling perfection fatigue

Inspired Villages

Shared Result

Frequent and consistent stream of authentic content has delivered +171%, +234% and +228% uplift on year-to-date average interactions in July, August and September 2023.

Real-time story capture at John Torode celebrity appearance delivered +380% uplift on year-to-date average in stories reach.

#NationalFitnessDay flashmob Instagram Reels delivered record 20% engagement rate.



Emergency appeal Age International

Context

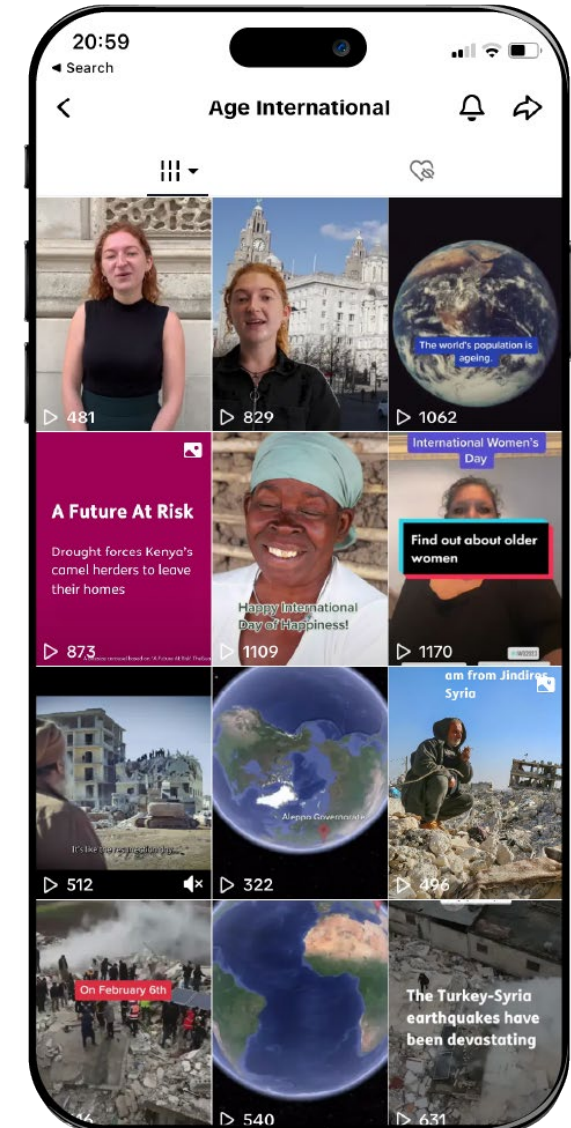
In February 2023, a catastrophic earthquake hit Turkey and Syria. Age International's network organisation, Disasters Emergency Committee announced a 14-day period of joint action for dedicated comms and fundraising.

Global audiences were made aware of the disaster via news channels but, these stories did not centre the specific impact of the disaster on older people.

Solution

Conceptualise, script, voice-over, edit a series of TikTok explainers with swift turnaround. Test utilising online buzz and TikTok algorithm to reach new audiences with Age International's specialised information, images and stories from partners on the ground.

Inspired Villages | [Age International](#) | A New Direction | Girl Giant | Welcome to Tag Town



Emergency appeal

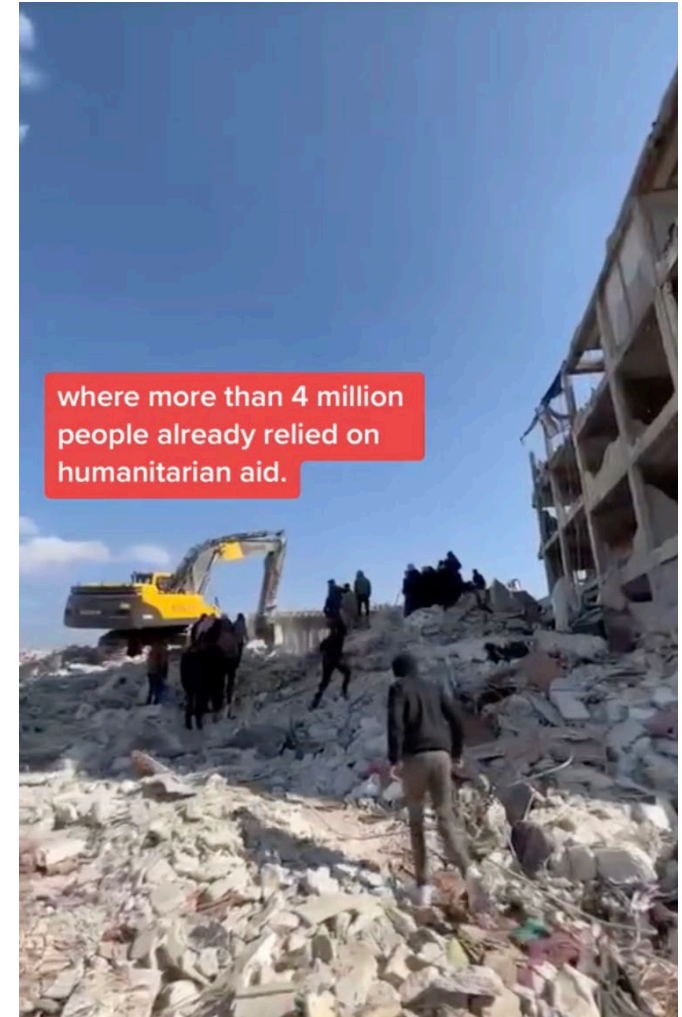
Age International

Shared Result

Testing TikTok as a viable social channel for Age International was confirmed.

Consistent posting throughout the 14-day period of joint action raised engagement rates and organic click-throughs to the fundraising landing page.

The campaign also reached new audiences outside of the usual demographic and geographical location.



Streamlining processes

A New Direction

Context

A New Direction worked with cultural partners across London to develop learning resources for teachers to encourage creativity in young people.

KPI for resource downloads was set to secure future Arts Council Funding.

Solution

Working with cultural partners and freelancers to streamline digital distribution strategy across social, website and e-newsletters.

Editing social assets for channel optimisation e.g. Facebook, Instagram, LinkedIn and YouTube.



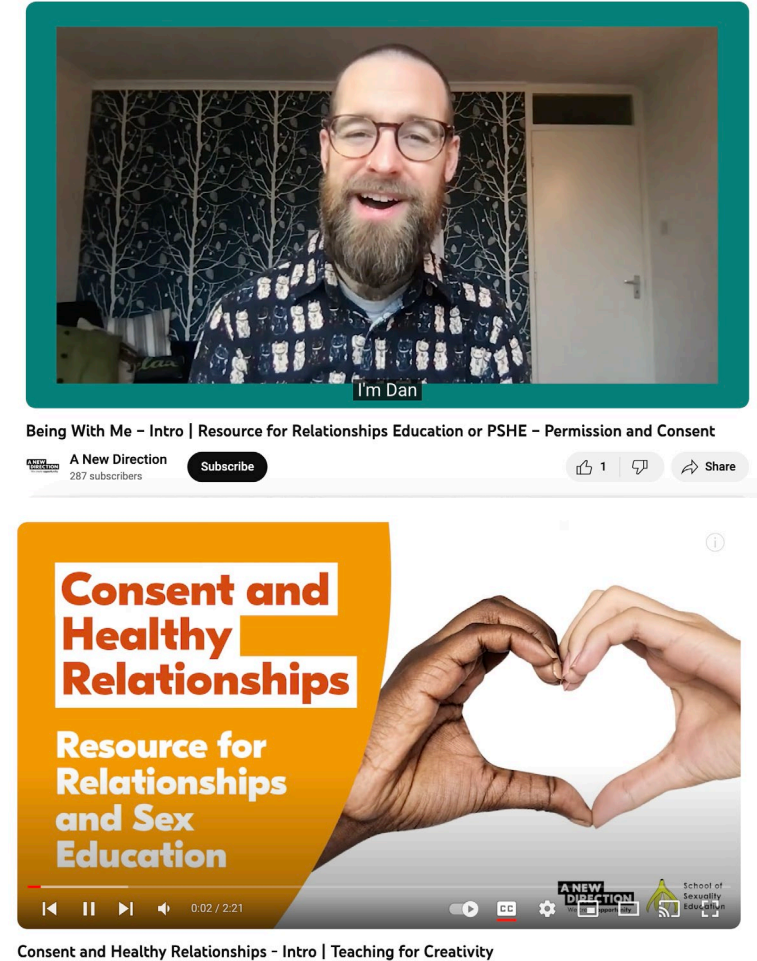
Streamlining processes

A New Direction

Shared Result

Distribution strategy process included feedback from cultural partners and freelancers to ensure all stakeholders were supported.

Boost in learning resource social campaign impressions (specifically LinkedIn) followed by an increase in downloads of new and old resources.



Extracurricular

Girl Giant

– Side Hustle

Context

In 2020, I launched a small business making and selling hair accessories. In just six months, I built an organic Instagram audience from the ground to over 1,000 followers, making over 300 sales.

Ran end-to-end social business from concept, to manufacturing, to e-commerce, to marketing.

Highlights

- Collaborating with @Planet.Soph.
- Being stocked in the Pop-up Girls shop on Brick Lane.
- Seeing my scrunchies being worn out in the wild.
- Stream of UGC from happy customers.



Welcome to Tag Town

– Passion Project

Context

Graffiti tags, signs and handwritten messages have always been of interest to me. The messages we leave for one another, and the interaction we have with them. I often stop to photograph scenes I see in the street and now share them on Instagram.

Highlights

- Finding a new tag from 10FOOT at King's Cross just hours after it was laid up.
- Receiving submissions from followers.
- Forming a small community of fellow 'tag catchers' on Instagram.
- Ongoing detective work to find out more about the illusive taggers.

Inspired Villages | Age International | A New Direction | Girl Giant | [Welcome to Tag Town](#)

