

EMMA GRIGG



Digital Developer
Marketing Strategist
Social Media Lover



Website

www.about.me/emmagrigg



Mobile

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Email

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+ PROFILE

As a self-motivated and results-orientated individual, finding new ways to combine my creative and technical skills to enhance productivity and fun in all aspects of my life is what drives me.

A dependable yet ambitious nature sets the foundation of my work ethic. I have a clear, logical mind with a practical yet creative approach to problem solving and pursue my goals energetically and persevere until they are achieved.

Highly organised and capable of working under pressure, I enjoy working on my own or in a team. I am an attentive and perceptive listener, which assists me in mastering new skills quickly and efficiently. In short I am reliable, trustworthy and hardworking.

Seeking a position where I can bring immediate and strategic value whilst further developing my current skill set. Career progression is important to me.

+ EDUCATION

● JUL 2000 - JAN 2002
Diploma In Multimedia
Natcoll Design & Technology (New Zealand)

● JUL 1998 - JUL 1999
Install Information Technology Products - NVQ Level 2
M.I.T.S

Support Users Of Information Technology - NVQ Level 2
M.I.T.S

● SEP 1990 - JUN 1995
G.C.S.E
Rainham School for Girls
Information Systems
Art & Design
Design & Technology
English
History
Double Science
Maths
French

+ PROFESSIONAL SKILLS

| | Basic | Good | Skilled |
|--------------------|-------|------|---------|
| Marketing | ● | ● | ● |
| Strategic Planning | ● | ● | ● |
| Advertising | ● | ● | ● |
| Project Management | ● | ● | ● |
| Consultancy | ● | ● | ● |
| Social Media | ● | ● | ● |
| Graphic Design | ● | ● | ● |
| Web/UI Design | ● | ● | ● |
| UX | ● | ● | ● |
| SEO & SEM | ● | ● | ● |
| W3C/WAI Standards | ● | ● | ● |
| Analytics | ● | ● | ● |
| Photoshop | ● | ● | ● |
| Edge Animate | ● | ● | ● |
| HTML/CSS | ● | ● | ● |
| ASP/.NET | ● | ● | ● |
| JavaScript | ● | ● | ● |
| MS Office | ● | ● | ● |
| CMS | ● | ● | ● |
| Windows | ● | ● | ● |
| Mac OS | ● | ● | ● |

+ PERSONAL SKILLS

| | Basic | Good | Skilled |
|---------------|-------|------|---------|
| Creative | ● | ● | ● |
| Imaginative | ● | ● | ● |
| Organised | ● | ● | ● |
| Resourceful | ● | ● | ● |
| Adaptable | ● | ● | ● |
| Perceptive | ● | ● | ● |
| Savvy | ● | ● | ● |
| Articulate | ● | ● | ● |
| Team Player | ● | ● | ● |
| Understanding | ● | ● | ● |
| Approachable | ● | ● | ● |

+ EMPLOYMENT

● APR 2007 - Head of Multichannel Marketing & Development

Unity Media Plc - *Independent Publisher*

Regularly assess strategies to evaluate efficiency and effectiveness in order to provide improvement recommendations.

Assist with ongoing improvements to best practice policies and the development of new techniques and tools ensuring they are observed company-wide.

Devise and implement digital and traditional campaigns that are in line with marketing and business objectives.

Develop, implement and manage multi-channel social media and online advertising campaigns to increase awareness, engagement and overall ROI.

Create key metric reports for analysis and interpretation of trends in order to provide actionable insights based on data objectives.

Manage available resources and to carry out frequent cost/benefit analysis.

Stay up-to-date with the latest trends and developments within the industry and spot the potential to implement innovative new methodologies where possible.

Educate sales teams with the latest market trends and provide up-to-date documentation and presentation material.

Manage all technical aspects within the digital department including; daily website updates, server and domain administration, tablet and mobile maintenance, creation of web and mobile based digital magazine apps, design and development of daily HTML newsletters and banner advert creative both for in-house and external clients.

Liaise with clients, external agencies and third party providers.

● OCT 2004 - APR 2007 Senior Digital Developer

Square Design Ltd - *Creative Agency*

Worked closely with account managers and clients to gather business requirements in order to formulate campaign ideas, site information architecture and estimates for proposals.

Collaborated with other creative designers turning their static designs into fully functional websites and backend developers to implement server-side code in order to create database driven websites.

Was responsible for the development, usability and testing of new and existing client sites ensuring that all requirements and deadlines were met.

Provided ongoing site maintenance and carried out client modifications when necessary as well as providing monthly analytical reports.

● OCT 2003 - OCT 2004 Lead Web Developer/Designer

Northdown Design Ltd - *Creative Agency*

Designed and built high quality websites ensuring they were cross-browser compatible, SEO-friendly and met current web standards.

● NOV 2002 - OCT 2003 Web Developer/Graphic Designer Freelance - *Various Contracts*

+ AWARDS

The Shorty Awards 2013

Best Fan Site In Social Media

1st place for @Sherlockology (www.sherlockology.com)

The Tabbies 2012

Best E-Newsletter

Bronze for Plumbzine (www.hpmmag.com)

The Shorty Awards 2012

Best Fan Site In Social Media

1st place for @Sherlockology (www.sherlockology.com)

The Tourism Excellence Awards 2006

Tourism Website Of The Year

1st place for Farming World (www.farming-world.com)

+ PROJECTS

Sherlockology Ltd

www.sherlockology.com

Sherlockology is the ultimate source of information for the hit BBC TV show Sherlock - with an independent website and active social media community.

I co-founded Sherlockology in 2011, it was originally created as a little hobby/project by a group of media savvy friends but has since become a hit with Sherlock fans from around the globe as well as receiving praise from the cast and crew, including writer Steven Moffat and producer Sue Vertue.

My main roles within Sherlockology are as social media manager, campaign manager, and marketing strategist. I also help out with website development and graphic and content creation.

Sherlockology has allowed me to work with big companies such as the BBC, BBC Worldwide, The Radio Times, Wired and Hartswood Films to name but a few.

+ WORK/PLAY BALANCE

Interacting

team work

Thinking

creative

Developing

concepts

Implementing

solutions

