



Experienced multi-discipline content strategist who distills real world trends and culture to deliver 360 campaigns, content and activations combining publishing, agency, and in-house knowledge.

<p>Employment Freelance November 2018 to date</p>	<p>Freelance creative strategist and branded content strategist working in-house and within agencies to develop and deliver strategies and activations that deliver real business solutions.</p> <p>Key campaigns and pitches include:</p> <ul style="list-style-type: none"> • Create, CNN International – Content Strategist – clients included Audemars Piguet, UN WTO, EU, Dangote, First Bank Nigeria. • Forevermark (DeBeers Group) – launched brand's podcast • SEEN Connects – worked on influencer campaigns and networks for the likes of Very.co.uk, Three UK, and eBay • FleishmanHillard Fishburn – clients and pitches include Phillips, Bayer, Noluma, DeBeers, Tanqueray Gin, DeBeers, Ferrero • YesMore Marketing – worked with the agency to successfully grow whisky client Balblair reframing their social media strategy • One Green Bean – worked with agency on pitches in the finance and automotive industries • Haygarth – worked with agency on pitches for luxury male grooming products
<p>Third City Senior Creative January 2017 to November 2018</p>	<p>Member of senior agency team leading pitches, campaign strategy, planning and delivery of client social and content focused campaigns in a Top 40 consumer agency</p> <p>Clients including: Ancestry, Delta Air Lines, Hostelworld, eharmony, BUPA, Royal Voluntary Service, and Confused.com</p> <p>Key campaigns</p> <ul style="list-style-type: none"> • AncestryDNA - <i>#EuroPartOfMe</i> delivered 15 million Twitter impressions and over 2,000 client mentions in 24 hours, PRWeek Awards 2018 highly commended, • AncestryDNA – <i>Villages</i>, Masters of Marketing Awards 2018 shortlist, • AncestryDNA – <i>Made in Chelsea?</i> social media influencer film with Made in Chelsea stars generating a 7% spike in traffic to AncestryDNA website on launch • Delta Air Lines – <i>Push for Prosecco Billboard</i>, generated 200 pieces of global coverage, 160 pieces of influencer and user generated content • Hostelworld – <i>Model hostel</i>, worked with Storm to house 6 upcoming models during London Fashion Week. Generated of 30 pieces of content and a spike in bookings to the host hostel
<p>Bacchus Head of Social October 2014 to December 2016</p>	<p>Founded social media division of Bacchus PR, designed and developed social media strategies for the agency and clients</p> <p>Clients included: BOL Foods, Diageo Reserve, Broadgate London, Malone Souliers, Marriott International, Park Chinois, Nobu, Nude Glass, and Perrier-Jouet</p> <p>Key campaigns</p> <ul style="list-style-type: none"> • Velocity – <i>Worldwide Instameet</i> achieved over 5 million social media impressions for our client and over 100 new follows in 24 hours working with @London and Clerkenwell Boy • Marriot International – <i>Moxy and AC Hotel</i> launches identified and hosted upcoming social media influencers to generate content ahead of the hotel launches • Tanqueray – <i>@Tanqueray Instagram channel</i> doubled Instagram following of channel in 3 months curating global content for the brand • Bulleit Bourbon - <i>Ruffians barber collaboration</i>, hosted Bulleit Bourbon owner

	<p>and introduced influencers to the brand resulting in 10% spike in following for the UK channel</p> <ul style="list-style-type: none"> Ketel One Vodka – <i>@Symmetrybreakfast</i>, developed client influencer relationship that culminated in a brand partnership and cross promotion during a European campaign <p>Agency responsibilities</p> <ul style="list-style-type: none"> Social media influencer relationships Social media reporting and analysis In house training on social media trends, influencers, activations, and policy Managed Social Media Account Manager and Social Media Account Executive Client social media advertising
Social/PR/Marketing Consultant Social media consultant and influencer December 2009 to December 2016	<p>Freelance Social Media consultant developing social media planning, strategy, and celebrity and influencer engagement.</p> <p>Clients and collaborations include: Dolce & Gabbana, Hugo Boss, Mr. Porter, Jimmy Choo, Movember, Maurice Lacroix, Orlebar Brown, Hunter, Diesel, Ciroc Vodka, LX PR, Blow PR, KuDeTa Bali, Mejekawi Bali, Enclothed, Learning & Co. and Colliers Ireland</p>
Secretsales.com Social Media Manager March 2014 to September 2014	<p>Delivered all elements of social media across the company including</p> <ul style="list-style-type: none"> Social media strategy across owned and earned channels All content across social media platforms to a community of over 100k, Budgetary responsibility of £40,000 per annum including social media advertising Curated influencer sales, activations, Sponsored blogger posts and conten <p>Key achievements</p> <ul style="list-style-type: none"> Above target community growth Increased year on year sales revenue via social media Increased engagement across all social media channels
Harvey Nichols Group Social Media Manager November 2013 to February 2014	<p>Delivered</p> <ul style="list-style-type: none"> Updated national social media policy of Harvey Nichols Group Curated and wrote day to day content across all social media platforms Managed digital collaborations, including blogger outreach and brand partnerships <p>Key achievements</p> <ul style="list-style-type: none"> Most successful organic Facebook competition at the time, reaching over 22,000 with over 500 shares in conjunction with Balenciaga Rosabotanica fragrance Rewrote best practice guide for regional Beauty Bazaar store in Liverpool. Oversaw introduction of VIP Instagram accounts for personal shopping
Morgans Hotel Group Regional Social Media Manager March 2012 to September 2013	<p>Worked in the marketing team responsible for</p> <ul style="list-style-type: none"> All social media content for Sanderson & St Martins Lane Developed social media strategies to enhance customer experience, revenue and brand engagement <p>Key achievements</p> <ul style="list-style-type: none"> First London Collection's Men blogger lounge, including designer roundtable Collaborations with Michael Kors, Vogue Paris, and Alex Randall Grew social communities by over 150% Increased social media impressions by over 220% year on year.
Qualifications	<p>Ba (Hons) Fashion Studies 2.1 – Arts Institute in Bournemouth (2004-2007)</p> <p>Ba Law & French – University of the West of England. (1999-2004)</p> <p>Irish Leaving Certificate – Sandford Park Dublin (1992-1998)</p>
Languages	English, French, Irish and German (in order of fluency)

Social Media Tools, & Platforms	Adobe Creative Suite, Wordpress, Blogger, Tumblr, Facebook, Flickr, Instagram, YouTube, Twitter, Facebook, Hootsuite, Sprout Social, Social Engage, Takumi, and Traackr.
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