



## Simon Caine

### Employment History

#### **Freelance Social Media Manager and content strategist**

(Nov 2009 – present)

My freelance work highlights include –

- **Content Calendar and Community management.**

Working for many FMCG brands producing content calendars, community management, copy and supporting above-the-line activity for Marmite, Pot Noodle, Haribo UK, MAOAM, Nature Valley, Pure Free From, Pepsi, Comfort, Persil, Hovis, Tetley Tea Folk, KitKat, Aero, and Toblerone. I have also worked on many non-FMCG brands including YouTube, Google, Carphone Warehouse, Currys PC World, Deliveroo, Travelodge, Etsy UK, Neato, Rolls-Royce, Mercedes-Benz and more.

- Working on social media profiles for most of the main UK supermarkets including Tesco, Aldi, Selfridges and Lidl covering Facebook, Twitter, YouTube and Pinterest creating content to help push out awareness of deals and their range of products.

- **Live Tweeting / Real Time Content.**

Live-tweeting events in the UK and in Europe for Alpro Soya and Alcatel OneTouch as well as live-tweeting for TV shows and channels including Discovery and Universal TV. Additionally, I've supported the above the line activity in the lead up, launch and opening weeks of films for DC Comics and Universal photos across all their social channels.

- **Reporting / Social Audits.**

Producing comprehensive social audits and competition analysis reports for many brands to inform their future content strategy as well as what conversations they can take part in for brands including (but not limited to) Renault, Odeon, Etsy UK and Next clothing.

- **Pitches / New Business.**

Working on pitches for new clients both on the research side as well as creative brainstorm meetings.

- **Influencer Marketing.**

Research, identified and communicated with bloggers to build lasting relationships before, during and after the campaign.

- **Paid Media.**

Worked with the in-house design team to develop images and designs for Facebook, Twitter and Instagram adverts specific to campaigns. This included dark posts as well as carousel adverts. I was in charge of working within budgets to ensure the adverts were the most effective they could be.

Select list of agencies I've worked for as a freelancer:

Select tools I've used in the past:

Coolr, Zone digital, MediaCom, MediaMonks, Golin, Cubaka, Jam (the Engine Group), Analog Folk, Factory Media, AltogetherNow, Weber Shandwick, FleishmanHillard, Splendid Comms, Havas People, THINK Jam, 1000 Heads and Hey Human.

HootSuite, Sysomos, Alterian, SproutSocial, BrandWatch and Radian 6.

#### **Freelance Lecturer / Social Media Training** (March 2015 – present)

I annually guest lecture at Portsmouth and Nottingham Trent University to postgraduate students about social media. These talks are to digital, marketing and entrepreneurial students on subjects ranging from community management, the future of content and data analytics. In addition to this, I have given talks at small and medium-sized conferences about social media marketing and building online communities.

Since 2019 I have formally offered social media and community management training sessions to national brands to help improve their workflow and understanding of how each channel can impact their business.

**Freelance Social Media Journalist**  
(Nov 2009 - present)

**National Press**

**The Guardian** – I've written blog posts for the Guardian Careers section on "Finding a Job Using Twitter". The tips were also published in the Saturday Careers Supplement. Additionally I've taken part in a live Q&A on social media for job seekers looking to get into the industry as well as a careers podcast.

**TNT Magazine** - Wrote an article on the merits of Twitter as a tool for job seekers and employment by companies.

**Blogs**

**HuffingtonPost.com** – Currently freelance writing articles on the comedy industry in London and beyond.

**Chortle.com** – Been published online as a correspondent for the comedy industry.

**Limetree.com** - Previously edited Limetree's blog on social media and tech industries.

**Chinwag.com** - Currently a regular guest blogger writing opinion-based articles about social media under the column title "Simon Says".

**Industry Magazines**

**Econsultancy (formerly New Media Age)** – Conducted phone interviews with industry professionals and wrote reviews of website & new stories which were published online and in the magazine.

**Books**

- My first book was published on 26<sup>th</sup> June 2014 by Guardian Shorts entitled "How To Get A Job Using Twitter".

- My second book "How To Make A Living By Working For Free" was self-published after a crowdfunding campaign which was supported by my personal online community of podcast listeners.

**University placement**  
The Hive  
(Aug 2007- June 08)

Pitched the concept of a social network to a Nottingham-based business enterprise agency. During this year I designed, coded and launched the web application and learned the 'behind the scenes' working of a website, including administration, back-up systems and legal issues.

Skills used: ASP.NET C#, AJAX, CSS, HTML, SEO, Twitter /Facebook APIs, XML.

**Awards**

- Winner of the Three Weeks Editors' Award 2019
- YunoJuno Social Media Freelance Finalist 2019 and 2020.

**Other skills**

- Trained in Visual Studio 2005 in creating websites (.NET C#), as well as stand-alone desktop applications (C#, C++).
- Experienced in creating HTML websites using Dreamweaver.
- Fluent in AJAX and CSS and have worked with JavaScript and Flash.
- Practised at creating presentations and documentation (PowerPoint, Keynote, Word, Excel, Publisher).
- Full Driving Licence and owns a car.
- Basic knowledge of all Adobe products including PhotoShop, Premiere Pro, Audition and After Effects.