

NATASHA WOOLSEY

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A digital creative and social media strategist with 16+ years marketing and communications industry experience. Specialist in the ecommerce, lifestyle and consumer brands such as EtsyUK, PhotoboxUK and The Indytute. Experienced in art & design, property, hospitality, health and travel industries for Fount London, The Benyon Estate, De Beauvoir Block, Primo Toys, Body Studio, Hertz UK and Battersea Power Station Development Company, Amarula UK, Angostura, Try Lamb, Wolseley UK, Nicky Clinch and Ella Doran Homewares.

EPAM | Content Strategist

Oct 2021 - present

Working as a creative strategist for various clients (Vue Cinemas, Bacardi, INEOS Grenadier & Credit Suisse)

SKILLS: Content Marketing, Content Strategy, Creative Content Creation, Online Content Creation, Branded Content, Content, Creative Strategy.

DIGITAL CREATIVE & SOCIAL MEDIA CONSULTANT

Jan 2016 – Oct 2021

Digital Consultant with a broad range of client highlights were Battersea Power Station, Etsy UK and Photobox UK.

EXPERIENCE – SOCIAL MEDIA CONSULTANCY

- Identifying solutions and strategies to drive engagement and growth across Facebook, Instagram, Youtube, Twitter and LinkedIn.
- Establishing clear, measurable metrics for statistical client reporting.
- Creating and maintaining influencer campaigns.
- Ongoing platform optimisation.
- Evolving content strategies in response to evolving client needs.
- Delivering weekly and monthly analytics/reporting.
- Designing, implementing and maintaining social media advertising campaigns.

THE ECONOMIST | Digital Strategist, Paid Social Planner, Copywriter, Content Producer, Social Consultant.

Aug 2018 - June 2019

Working as a fixed-term contractor for the communications agency of the world's largest media publishing house.

THE PROUD ARCHIVIST | *Gallery & Event Space* | *Content Manager*

Nov 2015 to June 2016

Created social media strategies to engage audiences, which was central to the success of the overall project. Followers exceeded 20K on Facebook and 7K on Twitter whilst supporting achievement of total sales of 1.5M turnover in first year of trading.

EXPERIENCE – OPERATIONS & GALLERY MANAGEMENT

THE PROUD ARCHIVIST | *Gallery & Event Space* | *Operations & Gallery Manager*

Jan 2014 to November 2014

- Cultivated and maintained relationships with artists and institutions.
- Executed exhibition concept, curation and installation.
- Acted as Marketing Manager.
- Developed extensive artists network, targeted sponsors and new business opportunities.
- Managed events: private view, talks and workshops.
- Oversaw sales pipeline.
- Optimised and managed operating systems / processes.
- Exercised finance / budget control, forecasted and reported using Xero and Freeagent.
- Managed suppliers.
- Introduced negotiation & procurement processes.
- Improved and extended creative thinking, concept development, brand building.

EXPERIENCE – MARCOMMS & OPERATIONS

JOHN JONES | *Specialist Art Presentation Company* | *Marketing Manager*

Sept 2010 to Jan 2014

Developed and executed marketing plan in collaboration with the sales and production departments, personally leading all marketing activity.

- Developed marketing materials & brand executions.
- Developed and managed digital activity (website traffic growth, newsletter, e-shots).
- Produced and rolled out social media strategy.
- Introduced lead generation programme.
- Produced and managed networking events.
- Developed programme of industry thought leadership panels.
- Managed sponsorship strategy and roll-out.
- Oversaw VIP client relationship management.
- Maintained B2B and B2C PR programme

PRCA | *Public Relations Consultancy*

Association | Membership Director April 2006 to Aug 2010

Developed, implemented and communicated membership participation plan, and secured engagement from corporate communications teams.

- Maintained relationship development with board level clients.
- Developed committee programme.
- Introduced digital event programme and roll-out.
- Managed and produced events.
- Devised VIP client and sponsorship portfolio.

Kaizo PR, Revolver Communications | *Public Relations Consultancies | PR Executive*

May 2004 to April 2006

EXPERIENCE - FASHION

10 Magazine, Guardian Media Group | *Fashion Magazines | Assistant Stylist*

July 2002 to May 2004

EDUCATION

- **FACEBOOK ADCELERATOR PROGRAMME** - Emma Van Heusen
- **SOCIAL MEDIA MARKETING TRAINING PROGRAMME** - CPD accredited, Digital Mums
- **BA 4 Year Fashion, Textiles & Business Studies (Honours 2.2)**, University of Brighton

SOFTWARE

- Creative software: Canva, Pixlr, Miro
- MS Office: intermediate user of Word, Excel, PowerPoint and Outlook.
- Analytics: working knowledge of Google, Twitter and Facebook Analytics.
- Content software: advanced knowledge of Content Cal, Planoly, Buffer, Hootsuite, Sprout Social, Canva, Kapwing, Pixlr, Phlanx and Adobe Advance Pro.
- CRM database: working knowledge of Hubspot.
- Email campaign software: working knowledge of MailChimp.
- CMS: working knowledge of WordPress.
- Web technologies: basic knowledge of HTML.
- Work management systems: Asana, Trello, Jira and Slack.