

DOB: 19/12/1984
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PERSONAL STATEMENT:

Experienced social media manager and writer available for freelance and contract work. Confident knowledge of social media tools and technologies developed managing campaigns for high profile clients. Skills established on a wealth of media experience from copywriting to PR and digital marketing campaigns.

KEY SKILLS: Facebook, Twitter, Instagram, Spotify, Snapchat, WordPress, YouTube, journalism, Pinterest, Tumblr, Social Flow, TweetDeck, basic SEO, live tweeting, social media monitoring, analytics reports, strategy building, photography, Adobe Photoshop, copywriting, features writing, blogging, video interviews, live Q&A's, Content Management Systems (CMS), advertorials, PR, digital marketing campaigns.

EMPLOYMENT HISTORY:

ITV 06/16 - current

Digital Producer & Social Creative (freelance)

- Working as a social creative and digital producer at ITV, I pitched and implemented the creative social strategy for The Voice, The X Factor and Victoria.
- My role has involved driving audience members to TX through unique and creative concepts.
- Managing the social media events team and content planning for the Victoria premiere.
- Social writing and community management across ITV's social feeds.
- Digital Producer on ITV's Daytime shows.
- Writing scripts and delivering proposals for multiple social campaigns.

Universal Music Group 10/15 - 01/17

Social Media Channel Manager (freelance)

- I was contracted to UMG, working on social media management for streaming services.
- My role involved the development of social media channels for viral playlists.
- Video Interviews with pop stars such as Ellie Goulding.
- Creative strategy and development. Plus weekly reporting and scheduling.

The Economist 10/14 – 09/15

Social Media Executive (contract)

- I was responsible for the management of daily content across The Economist's socials.
- Working within the marketing department, I liaised regularly with internal stakeholders.
- Weekly content planning and the delegation of duties amongst the team.
- Assisted in the launch of the new daily Espresso app, bolstering ROI through organic and paid posts.
- Analytics reporting and utilised comprehensive social media tools.
- Dealt with international enquiries, offering guidance for areas of growth such as Asia.
- Managed internal requests and dealt with timely news pieces.
- Community management, copywriting and optimisation of social media posts.
- Managed the Instagram account and helped boost our following from 10K to 100K.

Charm Factory 06/12 – 06/14

Senior Campaign Manager (permanent)

- I managed multiple social media campaigns for a number of high profile artists and brands including: Fenech-Soler, Jack Daniel's, Joel Compass, Laura Welsh, Lemar, Mercury Prize, McBusted, McFly, Nick Mulvey, Nina Nesbitt, Phillip Phillips and Rebecca Ferguson.
- Working for an agency I communicated with major record labels and offered expert digital advice in planning meetings.
- Initiated regular creative plans and communicated with social platforms to create winning crowdsourcing initiatives - bolstering reach and audience numbers.
- Successfully pitched and won new clients and formed detailed proposals and strategies.
- Live tweeted throughout the 2013 Mercury Prize.

The Zoological Society of London (ZSL) 06/11 – 06/12

Social Media & E-Commerce Executive (contract)

- As the Social Media & E-Commerce Executive at ZSL, I developed and implemented all the social media activity for London and Whipsnade Zoo. As well as ZSL science and conservation news.
- Created the social media strategy for ZSL across all channels.
- Delivered the charity message and achieved the call to action on several fundraising campaigns.
- Managed every step of the social media process including experiential advertising.
- Completed content and campaign planning including the strategy for Zoo Lates 2012.
- Introduced social media monitoring services and web tracking, feeding detailed analytics back to company directors.
- Increased engagement and follower levels on Twitter, placing ZSL London Zoo as the number one UK Zoo on this platform at the time.
- Put in place crisis management in-line with the publicity team.

ASOS.com 02/10 - 07/10

Copywriter (freelance)

- Working as a copywriter for ASOS.com, my job entailed writing and uploading engaging fashion copy to the CMS, as well as producing brand summaries.

Harrods 08/08 - 07/09

Copywriter (permanent)

- As a copywriter for Harrods.com, my main areas of responsibility included liaising with the merchandise team and photo studio to push products online, writing marketing copy for home and childrenswear, as well as putting together news stories for upcoming events in store.

Sugarscape.com 03/08 – 08/08

Contributor (freelance)

- Content planning for the early social media landscape including an integrated approach to YouTube, Bebo and MySpace.
- Frequently conducted written and video interviews with top artists and bands including Kelly Rowland, McFly, Craig David, The Zutons and The Futureheads.

London Lite 11/07– 12/07

Features Writer (freelance)

- Organised the 'Style Steal' VOX POP for the newspaper's weekly fashion feature.
- Edited the 'The Christmas Lust Haves' for the dating section.

Bliss 01/07– 04/07

Fashion Assistant (freelance)

- Styled on-location and studio features shoots.
- Assisted the fashion editor with all tasks ranging from sourcing models for shoots, as well coordinating all the fashion returns and call ins.

Grazia 01/07- 02/07

Editorial Assistant (freelance)

- Covering the editorial assistant for Grazia, my day to day tasks included assisting the features department with detailed research for news and celebrity stories.
- Completed all the research for the cover story titled, 'Celebrity Dress Sizes'.

The Daily Star Sunday 11/09/05

Features Writer (freelance)

- Interviewed Kevin Pietersen for the 'Supergrass' page, the article became the lead story.

TFT, South Coast Magazine, The Littlehampton Times 03/05- 04/06

Features Editor (permanent)

- Managed and edited all the key features covering fashion, beauty, lifestyle and motoring.
- Organised and styled several fashion shoots on zero budget.
- Set up a database of PR contacts as well as a network of distribution outlets.
- Other duties included subbing final proofs, attending press events, commissioning freelancers, liaising with advertisers and signing off pages before we went to press.

EDUCATION: NCTJ Postgraduate Diploma in Magazine Journalism.

AWARDS: Promax Gold Award "The X Factor"

Lovie Award "#PLAYHITLIST"