

PORTFOLIO

Social Media Manager



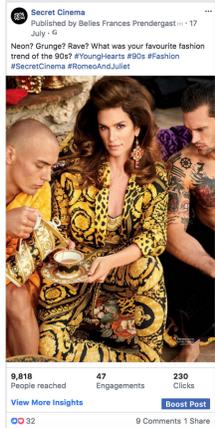
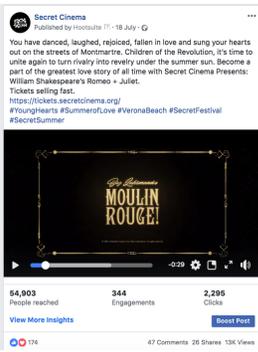
SEO Copywriter

SEO Strategist

Digital Marketer

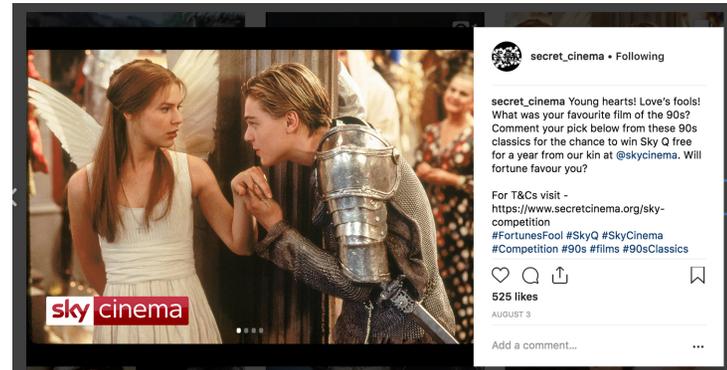
CONTACT

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SOCIAL MEDIA MANAGER

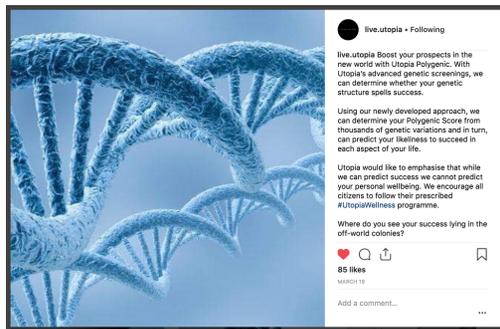
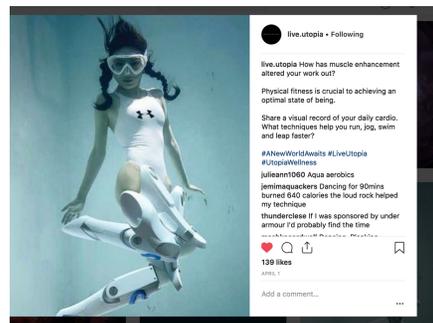
Secret Cinema's main channels, increasing ticket sales before the opening of their summer show, Romeo + Juliet which sold out.





> 150% increase in likes/followers

Secret Cinema's pre-narrative pages for their production of Bladerunner.



I have experience of implementing innovative and successful digital content campaigns to build audiences in quite a unique setting. I was tasked with building the audiences of the pre-narrative pages for their production of 'Bladerunner: The Final Cut: A Secret Live Experience' and to increase engagement for the audience before they attend the show. This included asset finding, video editing, researching and writing news articles based on real-life but with a Sci-Fi spin, as well as encouraging and rewarding user-generated content.

Each day I put on a number of 'tone-of-voice' hats, depending on which show I am working on and the key players within that show. I can be a Global corporation one minute, and an underground guerrilla arts movement the next. Whilst the tone of voice varies, I still need to adhere to strict content guidelines and respond to feedback from major stakeholders including Global Film Studios for sign-off.



Secret Cinema's In-narrative pages for Romeo + Juliet.

Articles

How can Mindfulness Ease your Daily Stresses?

6 Ways to Improve Your Meeting Outcomes

Experiential Events: Everything you Need to Know to Make yours a Success

How to Improve your Meeting Outcomes

How to Find and Pick Amazing Event Vendors

Event Management Tips for Corporate Event Venues



HeadBox

DIGITAL MARKETER

> 200% increase in organic site traffic

My previous role working in the marketing team at a tech startup called HeadBox required me to work at an extremely fast pace. For the first 6 months of my time as a Content Executive, there were only two of us on the Marketing Team. As a result, I rapidly became a 'Jack of All Trades' Digital Marketer, fine-tuning my skills in SEO, social media management, copywriting, content scheduling (ContentCal), website management (CMS: ContentFul), design, analytics and HTML (Intercom) as well as producing end-to-end video content and in-house photography. I implemented and refined the company's design guidelines and taught myself how to use Creative Cloud to save money by bringing the company's design collateral in-house. With ambitious SEO-related KPIs, I co-researched and implemented a site-wide SEO strategy, constantly refining our strategy over the course of the year. Our efforts paid off, impressing the SEO agencies we left in the dust, we managed to internally increase organic site traffic by over 200% throughout the year. I keep abreast of the changes in the digital and SEO landscape to keep my knowledge up to date and relevant.

Thanks for your consideration.



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