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SOCIAL MEDIA PORTFOLIO



- Development of social media strategy and day-to-day content calendars
- Devising, planning, creating/commissioning and publishing social media content
- Running of paid-for and organic social media campaigns
- Managing social media coverage of live events
- Reporting of analytics through software (such as Google Analytics, Brandwatch)





Raymond Gubbay Social Media Manager Feb 2019 – Feb 2020



Responsibilities:

- Ensuring social media coverage of upcoming concerts and illuminated trails
- Working with celebrities (including Anton Du Beke and Stuart Copeland) to maximise social media coverage of their performances
- Organising pre-event, at-event and post-event social media coverage for over 100 concerts annually.



Key Achievements

- Between 8-38x Return on Ad Spend during Facebook campaigns for the Christmas illuminated trails
- Led the working group developing of an app for the Christmas illuminated trails

- Building and maintaining CMS (such as Squarespace, Wordpress)
- Managing online communities, forums, open chats, Twitter conversations
- Monitoring, and where necessary, implementing of broader social media trends
- Copywriting/editing/proofreading for online channels, using brand voice



Financial Times

Social Media Executive

Jan 2015 - Jan 2019



Responsibilities:

- Organising pre-event, at-event and post-event social media coverage for over 100 events annually.
- Weekly reporting of statistics to the wider marketing team.
- Uploading post-event video and photography and the promotion thereof
- Training new staff members in the safe use of FT social media channels



Key Achievements

- Ensured the event hashtag was a Trending Topic on Twitter on the day of the event for over 40 events.
- Led a working group to develop a Weekly Marketing Dashboard using Google Data Studio and rolled this out across the marketing department.
- Increased Twitter following from 10,000 to 40,000 followers.





My Twitter feed at Financial Times Live











