



Emma Dingle  
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### Services offered through Social Results Limited

- Strategic and creative content, social media and digital comms management
- Social media training
- Digital project management
- Web editing
- Community engagement, strategy, management and training
- Digital PR - Reputation and crisis comms management and support
- Live, "on-the-fly" and curated events social media
- Customer relationship management
- Complaints handling
- Event Management
- Creative content production - copywriting - social, digital SEO and print
- Content marketing
- PPC, PPI, CPC targeted advertising
- Social listening, analytics, and workflow

### Education and Technical Information

#### Qualifications

- Google Digital Garage – Fundamentals of Digital Marketing +
- Facebook Blueprint – All Content Learning Path +
- Coursera – Networked Lives
- Various Leadership and Management Courses
- Engineering Foundation Course
- A-Level Psychology, English Literature & Language, Psychology

Social Media Management	Content creation	Website & CMS	Email platforms
<ul style="list-style-type: none"> <li>• Tweetdeck</li> <li>• Hootsuite</li> <li>• Sprout Social</li> <li>• Planoly</li> <li>• Brandwatch</li> <li>• Bespoke as required</li> <li>• Various as required</li> </ul>	<ul style="list-style-type: none"> <li>• Adobe Suite</li> <li>• Kinemaster</li> <li>• Snapseed</li> <li>• Canva</li> <li>• Google Drive</li> <li>• MS Office Suite</li> <li>• Gimp</li> <li>• Anchor</li> <li>• Zeplin</li> </ul>	<ul style="list-style-type: none"> <li>• Drupal</li> <li>• Sitecore</li> <li>• Wordpress</li> <li>• Weebly</li> <li>• Lithium</li> <li>• Wix</li> <li>• JIRA</li> </ul>	<ul style="list-style-type: none"> <li>• Mailchimp</li> <li>• Silverpop</li> <li>• IBM Watson Marketing</li> </ul>

## A selection of clients

### Corporate and Private Business

Clients	Year	Services
<b>Restless Communications for Virgin Media Business</b>	2020	<ul style="list-style-type: none"> <li>Content and social strategy and implementation to support Virgin Media's strategy of hero-ing organisations which have successfully implemented digital transformation projects during/after lockdown</li> </ul>
<b>The Apple Tree Central London Venue</b>	2018-2020	<ul style="list-style-type: none"> <li>Creative strategic social media channel management, working closely with all hospitality teams, bar, kitchen and events</li> <li>Events social media, photo and social video production</li> <li>Digital engagement, copywriting and CMS advisor</li> <li>PR consultancy working directly with owners</li> <li>Paid social media ads</li> <li>Comms plan and deployment for COVID-19</li> <li>Planned and deployed Virtual Pub online for coronavirus lockdown</li> </ul>
<b>Specialist Cellers</b>	2019	<ul style="list-style-type: none"> <li>Web editing for launch of new Wordpress website</li> </ul>
<b>Head Gear Films</b>	2019	<ul style="list-style-type: none"> <li>Social media consultancy services</li> </ul>
<b>The Cheeky Panda</b>	2019	<ul style="list-style-type: none"> <li>Social media training for new permanent staff members</li> <li>Traditional PR and networking, press releases and associated admin</li> <li>Copywriting for website</li> <li>Consultation on future video adverts</li> <li>Design brief for and creation of branded Colin the Panda mascot costume • Social media training for new team member</li> </ul>
<b>Restless Communications for Virgin Media Business - VOOM</b>	2017-2018	<ul style="list-style-type: none"> <li>Content creation, copywriting, copyediting, photo-editing and research</li> <li>Content strategy, creation, brand development, web editing, social media channel management, copywriting, copyediting, research, design</li> <li>Community management, social media management, digital engagement for the #VOOM 2018 pitching competition, the prizes were to meet Richard Branson and a share in £1M of prizes</li> <li>Working with and providing social content and copy, and weekly reporting for Voom 2018 competition partners PayPal, Deloitte, CrowdfunderUK, Virgin StartUp, Crowdcube, Virgin Unite, Grant Thornton, Finding Ada, Grow with G, Richard Branson, and more</li> <li>Worked in partnership to promote Exporting is Great with the Department for International Trade.</li> <li>Twitter reach for the event in the region of 3M impressions a week</li> <li>Helping startups, small business owners, not for profits, social enterprises and charities make the most of #VOOM 2018, by providing extra digital guidance and connecting companies.</li> <li>Promotion of the Virgin Unite Impact Award.</li> <li>Copywriter and copy editor - social and website – created a virtual Christmas market to enable Voom Pioneers to showcase their businesses and connect with one another.</li> <li>Live event social media working with live production team</li> <li>Web-editing, Social media channel management</li> </ul>

<b>Information is Beautiful Awards</b>	2018	<ul style="list-style-type: none"> <li>• Social media audit and recommendations to improve online engagement.</li> </ul>
<b>Lord Buckethead</b>	2017	<ul style="list-style-type: none"> <li>• Social media training</li> <li>• Facebook management</li> <li>• Engagement and interaction on owned page and live discussion and political pages.</li> <li>• In-character interaction with public to increase awareness</li> <li>• Paid social Facebook ads</li> <li>• Social media backup and support all channels</li> <li>• Some PR and Comms guidance</li> </ul>
<b>Chiltern Railways</b>	2016 - 2017	<ul style="list-style-type: none"> <li>• Training, management and on-going support for social media customer relations team. Including tone of voice, “words as body language”, complaints handling techniques, and a real time lost property retrieval procedure.</li> <li>• Created marketing and comms content calendar used by team.</li> <li>• Created basic social media analytics tool to analyse customer interactions on Twitter.</li> <li>• Social Media content creation.</li> <li>• Facebook targeted paid advertising.</li> <li>• Management of Tweet the Manager series for senior managers and directors to communicate effectively with passengers.</li> <li>• Content and web editor for company website. Including company news, HR updates, and management of staff competitions.</li> <li>• Crisis comms and 24 hour emergency on-call cover.</li> <li>• Senior management, staff and director briefings for stakeholder events, television interviews and digital events.</li> <li>• Negotiating with and facilitating television, film and radio crews across the network. One such example was BBC Trainspotting Live.</li> <li>• Working closely with design companies to produce customer information posters and leaflets for major engineering works.</li> <li>• Working with promotional company to disperse thousands of leaflets and treats to passengers at stations.</li> <li>• Staff updates for major engineering works, Wembley events, and route-wide wifi upgrade.</li> <li>• Designed posters and Chiltern Railways branded chocolates and arranged costumes and props for staff for the Queen's Birthday celebrations at various stations.</li> <li>• Working with train planning, control, customer service, facilities, legal, safety, train and station manager teams.</li> <li>• Attending planning meetings with Network Rail, contractors and engineers for station upgrade comms.</li> <li>• Produced station-specific timetable update posters for various stations affected by engineering works.</li> <li>• Broadcast of passenger information through Journey Check.</li> <li>• Editing, management, and training for publication of the weekly internal email newsletter for all management and staff.</li> <li>• Fielding press office enquiries</li> </ul>

<p><b>Generator Hostels - London</b></p>	<p>2014 - 2015</p>	<ul style="list-style-type: none"> <li>• Communications and engagement with local community and business.</li> <li>• Liaison with Camden Council and local Metropolitan Police team.</li> <li>• Statement of Community Involvement documentation drafting.</li> <li>• Hospitality, entertainment and leisure social media management and online engagement.</li> <li>• 300%+ increase in organic engagement via Twitter.</li> <li>• Customer relationship management and training.</li> <li>• Complaints handling.</li> <li>• Customer review handling.</li> <li>• Planning and organisation of the hostel's corporate social responsibility strategy.</li> <li>• Event planning and management.</li> <li>• Marketing and PR, copywriting.</li> <li>• Events organisation and delivery</li> <li>• Interim Events Coordinator cover.</li> </ul>
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Third Sector, Not for profits and Social Enterprise

Clients	Year	Services
<b>Clarion Housing</b>	2020	<ul style="list-style-type: none"> <li>• Creation of Media Library for new Sitecore website, image editing</li> <li>• Website content review</li> </ul>
<b>The MS Society</b>	2020  2018 – 2019  2015-2016	<ul style="list-style-type: none"> <li>• Created fundraising resources for supporters.</li> <li>• MS community, research and web editing, editing and copywriting</li> <li>• User journeys, UX, fundraising events</li> <li>• Sitecore CMS</li> <li>• Silverpop (IBM Watson Marketing) planning and copywriting for all variations of automated fundraiser journeys</li> <li>• Eventbrite updates</li> <li>• Website audit</li> <li>• Facebook Live moderation and UGC collection for the weekly Scott Mills Pub Quiz during lockdown in aid of the MS Helpline</li> <li>• Removed numerous scam accounts and a scam group from Facebook attempting to steal donations</li> </ul>
<b>Kings College Hospital Charity</b>	2019	<ul style="list-style-type: none"> <li>• Social media strategy and content creation for The Great Hospital Hike fundraising event</li> <li>• Social media content creation and deployment for Christmas Countdown and New Year's posts</li> <li>• Social media assessment and training</li> <li>• Enabled reinstatement of Comms Managers Facebook profile</li> </ul>
<b>The Shaw Trust</b>	2019	<ul style="list-style-type: none"> <li>• Research, editing and copywriting for The Shaw Trust Power List 100</li> </ul>
<b>Canal &amp; River Trust</b>	2018 - 2019	<ul style="list-style-type: none"> <li>• Facebook ad targeting and management for the Let's Fish! Campaign</li> <li>• Facebook ad targeting and administration of competitions</li> <li>• Social media management holiday cover</li> </ul>
<b>National Autistic Society</b>	2017	<ul style="list-style-type: none"> <li>• Facebook, Twitter, LinkedIn, YouTube and Instagram.</li> <li>• Delivery of TMI 2017 Campaign #AutismTMI with partner agency Don't Panic with in excess of 6 million views of the Make It Stop film.</li> <li>• Live social media for London Marathon working with the Fundraising team, supporters, and 194 runners.</li> <li>• Live social media for Autism Uncut Awards at BAFTA #AutismUncut</li> <li>• Live social media from Autism Awards and Professionals Conference in partnership with Network Autism #ProfConf</li> <li>• Live social media from the National Garden Scheme launch.</li> <li>• Streamlining of social media procedures.</li> <li>• Working closely with Content team to ensure smooth delivery of content suited to various social channels.</li> <li>• Introduced Trello for project management and testing of major campaign materials.</li> <li>• Social community management, including signposting, conflict resolution, moderation, and escalation of safeguarding cases.</li> <li>• Research into and activation of Facebook Workplace for testing by internal comms team.</li> <li>• Working with digital team for the smooth transfer of the NAS Community Forum to a new platform.</li> <li>• Creation of social media training resources for NAS Branches.</li> </ul>

<b>Impossible</b>	2013 - 2014	<ul style="list-style-type: none"> <li>• Online community engagement including matching to connect users.</li> <li>• Answering technical questions relating to the app.</li> <li>• Community moderation with blocking and reinstatement rights.</li> <li>• Welfare signposting.</li> <li>• Direct reporting to founder and technical team.</li> <li>• Quality and bug reporting. UI &amp; UX assessment reports.</li> <li>• Activity reports and identification of influencers and trends.</li> <li>• Reporting on stories for marketing and PR.</li> </ul>
<b>Chilled in a Field Festival</b>	2011 - 2016	<ul style="list-style-type: none"> <li>• Recruitment, training and coordination of digital, social, copywriting and film production specialists.</li> <li>• Four-fold Increase in ticket sales YOY - Event sold out three weeks in advance of event.</li> <li>• Marketing and PR strategy.</li> <li>• Social media account management. Facebook Twitter Google+</li> <li>• Paid targeted advertising.</li> <li>• Online community engagement.</li> <li>• Competition planning.</li> <li>• Content creation, copywriting, copyediting</li> <li>• Customer relationship management.</li> <li>• Team liaison to ensure constant stream of information to public.</li> <li>• Online event listing and promotion</li> <li>• Basic event focused social media training for the whole team.</li> <li>• Contributed to the planning and delivery of online elements of marketing plan</li> <li>• Managed, delivered, and maintained the social media plan</li> <li>• Management and information architecture of the website</li> <li>• Press releases, editorial, and copywriting</li> <li>• Advertising and sales negotiation</li> <li>• Online account management and strategy</li> <li>• Google Analytics and Webmaster Tools</li> <li>• Graphic design for online and print media</li> <li>• Photo and image manipulation</li> <li>• Liaison with all Chilled in a Field Coordinators and contributors</li> <li>• Planned and delivered migration from flash website platform</li> <li>• Built new website</li> </ul>