







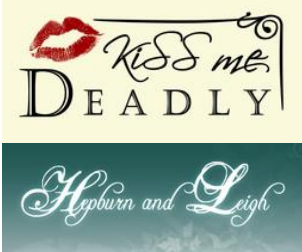








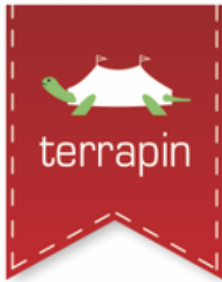
Emma Dingle – Freelance CV Resume - August 2019

Services offered through Social Results Limited

- Social media management, strategic, creative and events
- Social media training: Including tone of voice, and words as body language techniques
- Digital marketing strategy
- Community engagement, strategy, management and training
- Digital PR
- Live, "on-the-fly" and curated events social media
- Customer relationship management
- Complaints handling, reputation and crisis comms management and support
- Project management: Digital and traditional events
- Copywriting - Social, digital SEO and print
- Content marketing
- Creative content production
- Web Editing: Including technical troubleshooting for user journeys
- PPC, PPI, CPC, BPC targeted advertising
- Social listening, analytics, and workflow



Some of our clients

Clients	Year	Services
The Apple Tree Central London Venue	2018- Current	<ul style="list-style-type: none"> • Creative strategic social media channel management • Events social media, photo and social video production • Digital engagement, copywriting and CMS advisor • PR consultancy
Head Gear Films	2019	<ul style="list-style-type: none"> • Social media consultancy services
The Cheeky Panda	2019	<ul style="list-style-type: none"> • Traditional PR and networking, press releases and associated admin • Copywriting for website • Consultation on future video adverts • Design brief for and creation of branded Colin the Panda mascot costume • Social media training for new team member
Virgin Media Business - VOOM	2017- 2018	<ul style="list-style-type: none"> • Entrepreneur community manager for Voom Pioneers (disbanded) • Community management, content creation, brand development, web-editing, social media channel management, copywriting, copyediting, research, design. • Community management and digital engagement for the #VOOM 2018 pitching competition. • Helping startups, small business owners, not for profits, social enterprises and charities make the most of #VOOM 2018 • Also, the home of the Virgin Unite Impact Award • Social and Community Engagement Manager • Copywriter and copy editor - social and website • Social media and community engagement support and management for VOOM 2018 • Live event social media • Web-editing including tracked shortlink production • Social media channel management • Reporting to Virgin Media Business team • Content creation - copywriting, copyediting, photo-editing • Research • Ongoing social media and community engagement - VOOM Pioneers
Information is Beautiful Awards	2018	<ul style="list-style-type: none"> • Social media audit
Lord Buckethead	2017	<ul style="list-style-type: none"> • Social media training • Facebook management • Engagement and interaction • In character interaction with public • Paid social Facebook ads • Social media backup and support all channels • Some PR and Comms guidance

Clients	Year	Services
Chiltern Railways	2016 - 2017	<ul style="list-style-type: none"> • 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. • Created marketing and comms content calendar used by team. • Created basic social media analytics tool to analyse customer interactions on Twitter. • Social Media content creation. • Facebook targeted paid advertising. • Management of Tweet the Manager series for senior managers and directors to communicate effectively with passengers. • Content and web editor for company website. Including company news, HR updates, and management of staff competitions. • Crisis comms and 24 hour emergency on-call cover. • Senior management, staff and director briefings for stakeholder events, television interviews and digital events. • Negotiating with and facilitating television, film and radio crews across the network. One such example was BBC Trainspotting Live. • Working closely with design companies to produce customer information posters and leaflets for major engineering works. • Working with promotional company to disperse thousands of leaflets and treats to passengers at stations. • Staff updates for major engineering works, Wembley events, and route-wide wifi upgrade. • Designed posters and Chiltern Railways branded chocolates and arranged costumes and props for staff for the Queen's Birthday celebrations at various stations. • Working with train planning, control, customer service, facilities, legal, safety, train and station manager teams. • Attending planning meetings with Network Rail, contractors and engineers for station upgrade comms. • Produced station-specific timetable update posters for various stations affected by engineering works. • Broadcast of passenger information through Journey Check. • Editing, management, & training for publication of the weekly internal email newsletter for all management & staff. • Fielding of press office enquiries

Clients	Year	Services
Chilled in a Field Festival	2011 - 2016	<ul style="list-style-type: none"> • Recruitment, training and coordination of digital, social, copywriting and film production specialists. • Four-fold Increase in ticket sales YOY - Event sold out three weeks in advance of event. • Marketing and PR strategy. • Social media account management. Facebook Twitter Google+ • Paid targeted advertising • Online community engagement. • Competition planning. • Copywriting and copyediting. • Customer relationship management. • Content creation and management. • Team liaison to ensure constant stream of information to public. • Online event listing and promotion • Basic event focused social media training for the whole team. • Contributed to the planning and delivery of online elements of marketing plan • Managed, delivered, and maintained the Chilled in a Field social media plan • Management and information architecture of the Chilled in a Field website • Press releases, editorial, and copywriting • Advertising and sales negotiation • Online account management and strategy • Google Analytics • Google Webmaster Tools • Graphic design for online and print media • Photo and image manipulation • Liaison with all Chilled in a Field Coordinators and contributors • Planned and delivered migration from flash website platform • Built new website • Online community engagement
Generator Hostels - London	2014 - 2015	<ul style="list-style-type: none"> • Communications and engagement with local community and business. • Liaison with Camden Council and local Metropolitan Police team. • Statement of Community Involvement documentation drafting. • Hospitality, entertainment and leisure social media management and online engagement. • 300%+ increase in organic engagement via Twitter. • Customer relationship management and training. • Complaints handling. • Customer review handling. • Planning and organisation of the hostel's corporate social responsibility strategy. • Event planning and management. • Marketing and PR. • Copywriting. • Events organisation and delivery • Interim Events Coordinator cover.

Third Sector and Social Enterprise

Clients	Year	Services
The MS Society	2018 – 2019 2015-2016	<ul style="list-style-type: none"> • Working with Community and Events fundraising team to create fundraising resources for supporters. • MS community, research and general web editing, editing and copywriting • User journeys, UX, fundraising events • Sitecore CMS • Silverpop (IBM Watson Marketing) • Eventbrite
Canal & River Trust	2018 - 2019	<ul style="list-style-type: none"> • Facebook ad targeting and management for the Let's Fish! Campaign • Facebook ad targeting and administration of monthly and one-off competitions • Social media management holiday cover
National Autistic Society	2017	<ul style="list-style-type: none"> • Management of Facebook, Twitter, LinkedIn, YouTube and Instagram channels. • 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 so far. • Live social media for London Marathon working with the Fundraising team, supporters, and 194 runners. • Live social media from Autism Uncut Awards at BAFTA. #AutismUncut • Live social media from Autism Awards and Professionals Conference in partnership with Network Autism the professional branch of the organisation. #ProfConf • Live social media from the National Garden Scheme launch event. • Streamlining of social media procedures to improve delivery times for internal clients. • Working closely with Content team to ensure smooth delivery of content suited to various social channels. • Introduced Trello for project management, and testing of major campaign materials. • Social community management, including signposting, conflict resolution, moderation, and escalation of cases requiring safeguarding. • Research into and activation of Facebook Workplace for testing by internal comms team. • Working with digital team for the smooth transfer of the NAS Community Forum to a new platform. • Introduced colleagues to Facebook Dark Posting as a new communication option to enable specific audience segments to be targeted appropriately. • Creation of social media training resources for NAS Branches.
Impossible	2013 - 2014	<ul style="list-style-type: none"> • Online community engagement. • Wish, offer and location matching to connect users. • Answering technical questions relating to the app. • Community moderation with blocking and reinstatement rights. • Welfare signposting. • Direct reporting to founder and technical team. • Quality and bug reporting. • UI & UX assessment reports. • Activity reports and identification of influencers and trends. • Reporting on stories for marketing and PR.

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

Professional Membership

- Associate Member of the Chartered CIPR

Social Media Management Tools

- Tweetdeck
- Hootsuite
- Sprout Social
- Planoly
- Brandwatch
- Bespoke social listening using IFTTT.com + Google Sheets
- Various others as required

Content creation tools

- Adobe Photoshop, Illustrator etc
- Kinemaster
- Snapseed
- Canva
- Google Drive
- MS Office Suite
- Gimp
- Anchor

Content Management Systems – Website builds

- Drupal
- Sitecore
- Wordpress
- Weebly
- Lithium
- Wix
- Have the skills to use, manage, and troubleshoot, any CMS platform
- Mailchimp
- Silverpop – IBM Watson Marketing