

EMMA-LOUISE SMITH-HUNTER

Organic social media marketer specialising and further developing skills in Digital Marketing Strategy, Social Media Marketing and Marketing Analysis.

Elgin, Scotland
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EXPERIENCE

- July 2018 - Social Media Consultant | Self Employed
Present
- Specialising in Social Media Training, Strategy Planning, and Evaluation
 - Consulting clients with ideas and opinions on content creation, implementation and development
 - Evaluating the social media performance of clients
 - Providing social media training
 - Setting up social media channels
- Jan 2020 - Project Support Officer | Elgin Youth Development Group
Sept 2020
- Implementing the charity's fundraising strategy through the creation of fundraising applications
 - Overseeing all marketing initiatives,
 - Providing additional support to the CEO and fellow staff members
- Jan 2019 - Marketing and Communications Officer | Elgin Youth Development Group
Dec 2019
- Creation and implementation of a digital marketing strategy covering both their youth work charity and their social enterprise.
 - Actively creating content and promoting Elgin Youth Development Group projects organically across 7 social media accounts.
 - Providing training and development to a Foundation Apprentice
- Dec 2017 - Digital Marketing Assistant | Tricker Communications
April 2018
- Communicating analytical information through detailed reports covering Google Analytics, Facebook insights and other analytical data
 - Assisting account managers with organic content promotion,
 - Keeping client web based content up to date



TECHNICAL SKILLS



Social Media Marketing

Facebook
Instagram
Twitter
YouTube
TikTok



Content Creation

Canva
Wordpress
Wix
Hootsuite
Later



Technology

Google Analytics
Microsoft Office
Data Studio



Communications

Fundraising
Report writing
Team training



EDUCATION

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- 2017 - 2018 Robert Gordon University
MSc Digital Marketing
 - 2012 - 2016 Robert Gordon University
BSc (Hons) Business Information Systems | 2:1
 - 2006-2012 Musselburgh Grammar School



CERTIFICATIONS

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|---|---|---|
| Hubspot Academy
Social Media
Content Marketing
Inbound | Google Analytics Academy
Google Analytics for
Beginners | Google Digital Garage
The Fundamentals of
Digital Marketing |
|---|---|---|



VOLUNTARY / OTHER

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- July 2018 - Application Writer | Sabre Advanced 3D
July 2018 Helped to develop a loan application as a paid freelancer.
 - May 2017 - Social Media Coordinator | RGU: Dumbledore's Army Society
May 2018 Recognition award for 159 voluntary hours plus hard-work and dedication to the society
 - Nov 2017 - Actress | Leith.
Dec 2017 Co-Lead role for the Irn-Bru Christmas Social Media Campaign
 - Jan 2014 - Member Liaison | RGU: Dumbledore's Army Society
May 2016 Organising and running bi-monthly society events with fellow committee members
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References available upon request



@EmmaSoMedia

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www.linkedin.com/company/emmasomedia