

ELISE HELENA KENNEDY

DIGITAL MARKETER // JOURNALIST // CONTENT CREATOR

07748696017 ehelena1998@gmail.com ehelena1998.journoportfolio.com elisehelenaa.com

PERSONAL PROFILE

I am a detail oriented digital marketer, with a background in journalism, content creation and copywriting. I am highly proficient in the use of the Adobe Creative Suite, Google Analytics and other content management platforms. I am very versatile and can adapt to new situation and learn new software's quickly and effectively.

EXPERIENCE

PR & Social Media Assistant | Nia PR | Mar - Apr 2021 (Placement)

- Creating content and implement a content planner for clients
- Conduct a website audit and implent SEO pratices
- Audience engagement to build social media following
- Copywriting and blog post scheduling for skincare brands
- Finding stockists for clients

Freelance Journalist | Jan 2018- Present

- Written various copy for rangning publications on a variety of topics including: relationships, music, pop culture and travel.
- Have featured in: Mouthy Magazine, The Culture Trip, Come Play With Me, Americana UK and That Fangirl Life

Social Media Intern | Cheap Chat Podcast | Oct - Dec 2020

- Designing engaging social media content
- Content schuduling
- Sourcing potential interviewees

ACADEMIC HISTORY

Robert Gordon Univeristy | MSc Digital Marketing | 2020 - Present

- Key Modules: Digital Marketing Strategy, Digital Production Tools & Techniques, Digital PR
- Have worked with live clients including Police Scotland, Visit Aberdeenshire and Cocoa Ooze.
- Dissertation: An investigation into how country music artists use social media marketing on TikTok

Edinburgh Napier University | BA (Hons) Journalism | 2016 - 2020

- 2.1
- Key Modules: Media Law, Radio & Television Production, News Writing, Newsdays, Major Journalism Project
- Dissertation: The affect and coverage of mental health in womens magazines

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COURSES

Google Digital Garage Courses:

- Google Analytics for Beginners (Issued Oct 2020)
- Fundamentals of Digital Marketing (Issued Feb 2021)

Hubspot Academy:

- Content Marketing (Issued Feb 2021)
- Social Media Marketing (Issued Feb 2021)
- Digital Advertising (Issued Mar 2021)

SKILLS

Adobe Creative Cloud:

- Used for 4+ years
- Created documentaries, logos and magazines using Adobe Creative Cloud Software
- All available upon request

Microsoft Office:

- 5+ years of experience
- Confident in use of Excel, Word, Powerpoint and Outlook

Copywriting:

- Confident in writing copy for both customer-centric and business audiences
- Can use and identify appropriate tone of voice and writing style

REFERENCES

Helen Dargie | Robert Gordon Digital Marketing Course Leader

Alan Boughey | Edinburgh Napier University Journalism Lecturer

Nia Thomas | Nia PR Founder