

# Calum McMillan

Digital Content, Editorial & Marketing Specialist

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**Portfolio's available at:**  
GingerSnapsScotland.com  
ASeriesOfAwkwardPoses.com

## EDUCATION

Sept 2014 **University of Strathclyde**  
Masters with Merit in Digital Journalism

May 2012 **University of Glasgow**  
MA (Hons) 2:2 in Philosophy

## EMPLOYMENT HISTORY

Oct 2015 - Oct 2016 **TickX**  
Editorial & Social Media Manager

- Creation of high-quality short form & long form multimedia content to deadline & development of content strategy.
- Develop and lead social media, digital marketing & content strategies.
- Responsible for voice of brand online & press relations.
- Editing of contributor content, setting assignments and arranging press passes for team.
- Proof reading of business/presentation material & collaboration with team on business moves.

May 2015 - Nov 2015 **Inverclyde Community Development Trust**  
Communcations Officer, Heritage project

- Development and execution of multimedia strategy & communications for Heritage Inverclyde project.
- Training and co-ordination of volunteer groups supporting the project.

2014 - present **Freelance Content Producer**  
Digital production specialist

- Creation of high-quality digital journalism content for various publications and projects.
- Regular work for The i, The Scotsman, Herald & Times Group, The Daily Record, CommonSpace & more.

Oct 2014-Feb 2015 **KILTR**  
Content Intern

- Consult on KILTR's move from social media platform to new media platform.
- Creation of high quality original multimedia content and curation of user generated content.

Jan 2014 - Sept 2014 **The Wee G**  
Prodcution Editor

- Responsible for website design, multimedia strategy, editorial process, website maintenance & social media strategy.
- Creation of original high quality multimedia content

2013 - present **GingerSnapsScotland**  
Freelance Photographer

- Creation of high quality photographic and video photojournalistic content including live music, portraiture, weddings & events.

## SKILLS



Adobe Lightroom



Adobe Photoshop



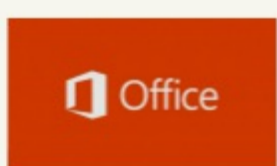
Adobe Premiere



E-mail marketing



Content Management Systems



Microsoft Office



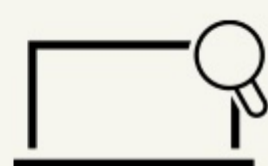
Digital Photography



Video Creation



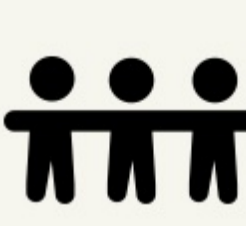
Social Media



SEO & digital marketing



Digital copywriting



Team work & Coaching

## PERSONAL TRAITS



Team Player



Strong initiative



Dedicated Worker



Excellent Communicator

## ACHIEVEMENTS

2016 **Emerge Exhibition**  
Funded for successful photo-documentary and interview project by Creative Scotland. Held successful exhibition launch with 100+ guests in collaboration with fellow artists. The project is now being used as a local education resource.

2015-2016 **Guest Lecturer**  
Masters in Digital Journalism at Strathclyde University

2014 **Multimedia Publication of the Year - Scottish Student Journalism Awards**  
As production editor of The Wee G