

Rachel Pugh

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Summary

Writer, editor & social media manager with experience in national news journalism, website editing, growth hacking and social media strategy.

Skills

- *Writing & editing clear, concise copy*
- *Publishing using CMS*
- *Social media management*
- *Growth hacking*
- *B2B & B2C comms*
- *Managing editorial teams & freelancers*
- *In-depth knowledge of Gen Z & Millennial culture, fashion, beauty, entertainment, celebrity & lifestyle*
- *Working with influencers*
- *Interviewing for copy*
- *Commercial copywriting*
- *Budgeting*

Professional Experience

Publisher Maximum Pop! August 2016 – Present

- Increased the site's total Facebook following by 330,000 (between Sep '16 – Mar '17).
- Increased the site's total Facebook following by 20,000 (between Sep '16 – Mar '17).
- Set up two new successful Facebook pages – both with followings over 100,000 (between Sep '16 – Mar '17).
- Maintained an engagement rate of 20% across all Facebook pages.
- Commissioned & managed freelancers.
- Increased monthly site uniques from 328,000 (July '16) to 1,046,171 (March '17).
- Worked with and audited company budgets for social media, influencers, freelancers and tools.
- Maintained an average CPC of £0.004 or less across Facebook pages.
- Used Google Analytics, Parse.ly, Echobox & social analytics stats to inform and develop social strategy.
- Worked with PRs, publishers, agents and agencies to set up website content, Twitter takeovers, Facebook live video streams & Snapchat takeovers.
- Presented Facebook live interviews.
- Edited & proof-read website content.
- Managed Maximum Pop's KPIs and acquisition channels, and worked with the team to strategize on how best to achieve projected results.
- Trained team members on social media best practice.
- A/B tested headlines, images and OG descriptions across Facebook & Twitter.

Editor – Circle Six**(September 2015 – May 2016)**

- Grew an engaged social media audience of over 350,000 across Facebook Instagram and Twitter.
- Achieved a Facebook engagement rate of over 10 million, with a total reach of over 30 million.
- Headed up and created an entirely new website.
- Came up with the brand name, set the tone, and decided on the mission statement for Missfit.com.
- Established the guidelines for in-house style and implemented them across the site.
- Used analytics tools such as GoSquared and Google Analytics to assess and analyse engagement levels.
- A/B tested new strategies for growth on Facebook, Instagram, Twitter, Snapchat & Tumblr.

Copywriter & Styling Assistant – Thread.com**(April 2015 – September 2015)**

- Iterated the written tone for Thread's new website.
- Created company guidelines for writing in Thread's house style.
- Edited company copy ensuring it was technically correct, easy to read, informative and enjoyable.
- Advised on the growth of the brand's Facebook & Twitter channels.

Lifestyle Writer & Online Video Editorial Assistant**December 2014 – March 2015****Daily Express, Daily Star & OK! Online**

- Researched fresh, engaging and entertaining video for use in online editorial.
- Wrote copy for the Daily Express & Daily Star Online.
- Assisted the camera crew and presenters on shoots and at red carpet events.
- Edited video content for online use with Premiere Pro.
- Uploaded relevant video content to Daily Express, Daily Star, and OK! online.

Fashion Assistant – VICE Magazine**(November 2014 – December 2014)****Fashion PR Intern – POP PR****(August 2014 – November 2014)****Marketing & Social Media Manager Indigo Awnings LTD****(January 2014 – August 2014)****Social Media Executive – RFIDdirect****(July 2013 – January 2014)**

Education

The University of Manchester**2010-2013**BA (Hons) English Literature, Drama & Film **(2.1)****Moreton Hall Sixth Form****2008-2010**A Levels: English Literature **(A)**, French **(A)**, Theatre Studies **(A)****References available upon request.**