

RUBY HENRY-DICKS

07464276668 • rubyhenrydicks02@gmail.com • rubyhenrydicks.com •
www.linkedin.com/in/rubyhenrydicks

PERSONAL PROFILE

Recent Multimedia Journalism graduate with an LLB in Law, building a career in **digital marketing and communications**. I'm driven by how **quality content** can take complex, often unclear ideas and turn them into something people actually **understand, connect with and act on**. It's what I enjoy most, figuring out how to make something clearer, sharper and more engaging.

Through a **content and email marketing internship** and ongoing **freelance work**, I've been hands on with **social media, email and campaign delivery**, contributing to **audience growth, engagement and clearer brand messaging**. I also bring experience in **research and audience insight**, using this to shape content that is relevant, targeted and purposeful rather than just filling space. I focus on improving what's not working and creating content with a clear direction and intent.

Alongside this, I'm in the final stages of completing a **competitive traineeship with Agent Academy**, working on a live client brief involving market research, competitor analysis and strategy. Additionally, I'm working towards the **Google Digital Marketing and E commerce Professional Certificate**. I'm building a strong foundation in **audience insight, brand positioning and content strategy**, and looking for a role where I can contribute from day one, take ownership and keep pushing myself to improve. Furthermore, I'm in the process of relocating to the East Riding area.

EXPERIENCE

Digital Marketing Trainee

Agent Academy Rise Programme (Feb 2026 - Apr 2026)

- ⇒ Delivered work on a live client brief for **global pharmaceutical B-Corp company Chiesi**, supporting early careers marketing strategy
- ⇒ Collaborated with **20+ industry stakeholders** from organisations including **Size?, MP & Co and Tigerbond**
- ⇒ Conducted market research and competitor analysis to aid brand positioning and talent attraction
- ⇒ Applied campaign planning, audience insight and content strategy in a real-world project
- ⇒ Presented recommendations to industry professionals, strengthening stakeholder communication

Content and Email Marketing Intern

Bron Yr Aur Micronation, early stage start up (Oct 2025 - Apr 2026)

- ⇒ Delivered content across social media and email marketing to support audience growth and engagement
- ⇒ Contributed to Instagram growth, reaching **43.9K content views** and achieving **466% follower growth** (+119 followers)
- ⇒ Supported Facebook performance improvements, including **51% increase in content views** and **34% increase in engagement**
- ⇒ Planned and executed email campaigns using Mailchimp, achieving a **45.1% average open rate** and supporting audience segmentation across a mixed legacy and new subscriber base
- ⇒ Grew mailing list by **32% adding 137 subscribers** through targeted content and sign-up strategy
- ⇒ Produced cross platform content aligned with brand messaging and campaign consistency

Creative Project Lead

The Addiction Economy (Mar 2026 - Present)

- ⇒ Leading end to end content strategy and execution for the launch of **The Addiction Economy personal brand/book launch** across **Instagram and TikTok**
- ⇒ Translating complex, research driven ideas into clear, engaging content
- ⇒ Shaping **brand positioning, messaging and overall content direction**
- ⇒ Managing project planning, timelines and delivery
- ⇒ Acting as **main point of client contact**, overseeing communication and alignment
- ⇒ Developing a structured content approach based on audience insight and platform strategy

Freelance Journalist and Content Writer

Various Publications (Oct 2024 - Jun 2025)

- ⇒ Published articles across digital platforms including **aAh Magazine, The Northern Quota, The Tab and Substack**

- ⇒ Produced written content covering interviews, community stories and cultural reporting
- ⇒ Conducted research and interviews to support content creation
- ⇒ Developed strong **copywriting, editing and storytelling skills**

Magazine Creator

The Northern Quarterly (Jan 2025 - Sep 2025)

- ⇒ Created and managed an **independent magazine project** focused on community storytelling
- ⇒ Produced multiple written features and interviews
- ⇒ Managed content planning, structure and editorial direction

Sales Associate

Reiss (May 2022 - Jul 2025)

- ⇒ Delivered excellent personalised customer service to approximately **5 customers per hour** in a fast paced luxury retail environment
- ⇒ Assisted around **120 customers per week** and built strong communication skills through consistent customer interaction
- ⇒ Developed understanding of customer behaviour and purchasing decisions
- ⇒ Supported visual merchandising and in store brand presentation

SKILLS

Personal

- Communication
- Organisation
- Creativity
- Curiosity
- Adaptability
- Reliability

Professional

- Content strategy and creation
- Social media and editing
- Email marketing
- Campaign planning
- Audience insight
- Analytics
- Market research
- Copywriting
- Brand positioning
- Stakeholder management

TOOLS + PLATFORMS

Mailchimp, Canva, WordPress

Adobe Suite (Photoshop, Express, InDesign, Audition, Premiere Pro), CapCut

Basic analytics, SEO fundamentals, AI tools (e.g. ChatGPT)

EDUCATION

MA Multimedia Journalism

Manchester Metropolitan University (Oct 2024 - Aug 2025)

- ★ Achieved a Merit

LLB Law

Liverpool John Moores University (Sep 2021 - Jun 2024)

- ★ Achieved a 2:1

ACHIEVEMENTS + COURSES

- Achieved the **highest grade in my law degree year** in Negotiation Skills and Practice
- Currently completing Google Foundations of Digital Marketing and E commerce (Coursera)

INTERESTS

Hiking and exploring new places, cooking, visiting galleries and history museums, travel, vintage shopping, and an interest in human behaviour and psychology.