

# Ruby Henry-Dicks

Strategy ✦ Brand ✦ Content

CV

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## 01 Personal Profile

Recent **Multimedia Journalism graduate** with an **LLB in Law**, building a career in **brand and content marketing**. 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 have completed the **Google Foundations of Digital Marketing and E-commerce**, and am continuing selected modules covering **SEO, social media strategy, content planning and analytics**. I'm currently working through the **UC Davis Strategy of Content Marketing** and **IE Business School Market Research and Consumer Behaviour** courses, building a strong foundation in **audience insight, content strategy and consumer behaviour**. I'm looking for a role where I can contribute from day one, take ownership and keep pushing myself to improve.

## 02 Experience

### Creative Project Lead

MAR 2026 — PRESENT

*The Addiction Economy*

- ▶ 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**

### Digital Marketing Trainee

FEB 2026 — APR 2026

*Agent Academy Rise Programme*

- ▶ 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

OCT 2025 — APR 2026

*Bron Yr Aur Micronation, early stage start up*

- ▶ 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

### Magazine Creator

JAN 2025 — SEP 2025

*The Northern Quarterly*

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

**Freelance Journalist and Content Writer**

OCT 2024 — JUN 2025

*Various Publications*

- › 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**

**Sales Associate**

MAY 2022 — JUL 2025

*Reiss*

- › 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

## 03 Skills

**Personal**

- › Communication
- › Organisation
- › Creativity
- › Curiosity
- › Adaptability
- › Reliability
- › Negotiation
- › Collaboration & Teamwork
- › Empathy & Customer-Centricity
- › Time Management & Prioritisation

**Professional**

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

## 04 Tools + Platforms

Mailchimp, Canva, WordPress

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

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

## 05 Education

**MA Multimedia Journalism**

OCT 2024 — AUG 2025

*Manchester Metropolitan University*

- ★ Achieved a Merit

**LLB Law**

SEP 2021 — JUN 2024

*Liverpool John Moores University*

- ★ Achieved a 2:1

## 06 Achievements + Courses

- › Achieved the **highest grade in my law degree year** in Negotiation Skills and Practice
- › Completed **Google Foundations of Digital Marketing and E-commerce** (Coursera), continuing selected modules in SEO, social media strategy, content planning and analytics
- › Currently completing **UC Davis Strategy of Content Marketing** and **IE Business School Market Research and Consumer Behaviour** (Coursera)

## 07 Interests

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