

Georgia Sanders

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Personal Profile

I thrive in creative and dynamic environments and enjoy the sense of achievement that comes with responsibility. I have experience in project management, which has honed my strong organisational skills with the ability to prioritise, whilst under the pressure of meeting deadlines. I particularly enjoy strategizing and content creation, and I have experience with Social Media Marketing both in my current role and through several freelance marketing projects.

- Passionate & Enthusiastic
 - Great editorial judgement
 - Creation of compelling content
 - Project management experience
 - Type at 90wpm & teeline shorthand at 50wpm
 - Working on performance driven events and marketing campaigns
 - Proven copywriting ability
 - Excellent proofreading skills
 - Able to evaluate ideas and information critically
 - Excellent communication skills
- Proficient in all aspects of Microsoft Office, QuarkXpress, InDesign, Photoshop, various CMS systems and online tools such as Hootsuite, Google Analytics and more.

Work Experience

August 2014 – Present - Editor, RIBA Enterprises, London

- Create original content and moderate entries for Website, Blog & Social Media streams, printed advertorials and technical pages, and share knowledge and insight with colleagues and explore new trends for the RIBA Product Selector, RIBA CPD & The NBS departments.
- Responsibility for creation and delivery of content across the company in a variety of formats and delivery channels – including Social Media, Email, SEO and optimising user experience.
- Coordinate Social Media output for company channels, including NBS, RPS, CPD, RIBA Bookshops and RIBA Journal. This includes monitoring key listening phrases and thought leaders on Social Media platforms (such as Twitter, Facebook, Google+, and LinkedIn) and responding to various trends and campaigns, as well as ensuring we are a go to reference as a thought leader in Social Media.
- Attend events and conferences for live-tweeting and live-blogging purposes, keeping up conversations on Social Media with delegates and exhibitors alike as well as promoting our output and attendance.
- Analysing online presence and engagement through analytics tools such as Google Analytics, Tweet Deck, Followerwonk, Wordpress and more. Collating analytics and information in to monthly reports of engagement and campaign results.
- Meticulous proofreading of online and print directory of 12,000 + companies and advertorial entries, working to strict deadlines
- Moderate and update client information and maintain it across CRM databases and CMS systems
- Make and enhance contacts with advertisers and other external suppliers of content and also internally with other departments – RIBA Journal, RIBA Publishing, RIBA CPD, NBS etc. in order to elicit, supply and moderate product information for use within the company

August 2013 – March 2014 - Project Manager, TRMG Publishing, Hatfield, Herts

- Role of production editor.
- Entrusted with sole responsibility for various publications including specialist magazine and event programmes.
- Liaising with clients to determine content and advertising placement
- Devising flatplans and setting interim deadlines
- Assembling, subbing, editing and proofing copy.
- Assisting with design and layout, liaising with both client and project designer to achieve desired look.
- Ensuring adequate image quality and rights, and client data.
- Collecting project pages and directing to printers to a strict deadline.
- Strict proofreading.

May 2012 – July 2013 - Communications Assistant, The Worshipful Company of Insurers, London

- Worked individually to research, develop, write and produce the Company Newsletter & E-Bulletin.
- Maintain and update the Company's website and online presence through CMS and Social Media streams, optimising SEO and user experience.
- Communicate with members regarding content and access.
- Ran the member database, converting it from old paper systems to new software systems.
- Attended events as an ambassador of the company in order to network, make connections and review for company publications.

Other roles

- Staff Writer, ImWithGeek.com, Essex
- Staff Writer, ScreenRant, Vancouver and California (CA and USA)
- Recruitment Advisor, Seetec, Romford
- Professional Fundraiser, Listen UK, Holloway
- Bar Staff, Southampton Solent Students' Union, Southampton
- Entertainer, Bermuda Holiday Park, Hemsby
- Customer Service Agent, Drakefield Insurance, Basildon
- Customer Service Advisor, E.on Energy, Rayleigh

Education

Dip(HE) Magazine Journalism & Feature Writing
Core Modules: Multi-platform publishing, Law for Journalists, Writing for the Web, Graphic Design
Southampton Solent University
September 2008 – June 2012

A-Levels: English Language, Law, Philosophy, Psychology & General Studies.
GCSE's: 9 including English, Maths & French (A*-C)
Additional courses:
Implementing Social Media Marketing Campaigns – Chartered Institute of Marketing

Achievements

2011-2013 - Owner, Mutiny Club Night, Southampton & Southend

- Used my own initiative and enthusiasm, coupled with market research to develop a monthly club night in Southampton and Southend.
- Developed ongoing relationships with venues, printers and artists.
- Promoted events through Social Media, cross promotion and complimentary marketing techniques.
- Involved the hire of and delegation of roles to a group of volunteers at my discretion.

Ongoing - Freelance Marketing Projects, Copywriting & Journalism

- Have been published on various online and print publications including Hype Magazine, The Metropolist, I'm With Geek.com, ScreenRant.com and Against Me Punx Webzine. This has included attending press events, screenings, shows and premieres and conducting red carpet interviews.
- Have been hired by small & medium businesses to devise and execute marketing strategies, predominantly through Social Media campaigns. This has included Leslie Edward Events, an events company specialising in conferences and corporate parties, and Card Trick Music, a rehearsal and recording studio based in Chelmsford.
- Have written professional copy for marketing materials, press packs, media packs for various companies, bands and publications.
- Building, maintaining and managing Social Media presence and engagement through devising and implement Social Media Marketing campaigns, as well as monitoring thought leaders and key listening phrases.