

About Me

I have worked in a range of digital content roles amounting a diverse set of skills and experience. I love to create incredible user focused content that is designed, carefully delivered and most importantly measured to achieve the best results. I am currently looking for opportunities to incorporate my experience in a new role in the charity sector.

Key Skills

✓ Marketing

Content Management

Email Marketing

Google AdWords

Google Analytics

SEO

UX/UI

✓ Design

Photoshop

Illustrator

InDesign

After Effects

Premier Pro

✓ Code

HTML & CSS

Bootstrap

Javascript/jQuery

Previous Employment

Digital Media Manager, Advice4Renters

October 2016 - June 2017 (9 month contract)

After gaining funding for their first ever digital position I was charged with overhauling this legal aid charity's digital presence as it also prepared to launch an England wide social enterprise service.

- Website restructured in order to improve user journeys and better meet business goals, leading to a 40% increase in online enquiries.
- Implemented new website landing page templates, home page menus, conversion tracking and reporting structures.
- Reached out to relevant blogs and local news outlets to generate relevant traffic and backlinks to improve search results for key terms.
- Used Google AdWords to launch a new paid for service, 'Renters Legal', generating a social enterprise revenue stream.
- Production and design of leaflets, booklets, promotional materials, Mail Chimp templates, campaign logos and infographics.
- Provide training to key staff members on how to maintain the organisation's digital presence.

Orbis International (EMEA), Digital Officer

April 2012 - March 2016

In this role I was in charge of developing and implementing digital communications in conjunction with the charity's fundraising and marketing teams to maximise income and brand awareness.

Main Duties:

- Improve, generate new content and report on Orbis' primary website including news stories, blogs, campaign landing pages as well as financial, legal and privacy policy pages.
- Manage the design, development and testing of campaign microsites as well as UK single gift and direct debit donation pages.
- Create, distribute and report on email marketing campaigns for multiple teams including database management, audience segmentation and automated responsive email journeys.
- Develop organic and paid social media strategies and reports to build awareness of the charity's cause, drive traffic and campaign actions as well as foster relationships with corporate partners.
- Run and report on the Google Grant PPC AdWords account to increase donations and event sign-ups.

White Space, 2D Graphic Animator

October 2010 - April 2012

Working towards the launch of the latest in the series of video games for children with dyslexia, Word Shark 5. In this role I produced 2D in-game animated graphics using their own purpose built software.

MyPeopleBiz, New Media Executive

September 2009 - September 2011

As New Media Exec my duties were to maintain and develop engaging content for MyPeopleBiz's main website and online presences across social media, email marketing, blog and job sites including building and designing clients' bespoke careers microsites.

Main Duties:

- Improve and generate new website content.
 - Manage the publication and distribution of jobs across job sites and social media.
 - Produce material for social media, blog, site news and press releases.
 - Design and maintain careers websites.
 - Create, distribute & report on email marketing campaigns.
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Freelance Projects

Brent Community Advice Network (BCAN) - Digital Consultant

Website design, content creation and staff training for new Content Management System.

Sube Online - Graphic Design

Logo design.

XFit Battle - Graphic Design

Logo design, Brand Guidelines, Website Homepage layered PSD.

Energy Solutions - Digital Consultant

Website restructure, CSS3 animations, additional HTML/CSS layouts, Google AdWords, Google Analytics set up.

Bar Atlantic - Graphic Design

Brand style update to go with proposed refurbished cafe sites including digital ordering totem screens, digital menu screens, promotional materials as well as placing said design items and people into 3D rendered architectural mockups.

Education

Graphic Design Certificate

May - July 2016

Shillington College, Manchester

Three month intensive graphic design course (see work at paulkirkup.com)

BA (Joint-Hons) Media and Cultural Studies & Politics - 2:1

2006 - 2009 University of the West of England, Bristol

3 A Levels & 1 AS Level - 2 Bs 1 C 1 D

2003 - 2006

Richmond-upon-Thames College, Twickenham

Psychology, Media Studies, Sociology (A2) Film Studies (AS)

9 GCSEs - 4 Bs 5 Cs

1998 - 2003

Chiswick Community School

Maths, English Language & Literature, Science (Double Award), History, Art, Graphics, French