

Articulate and creative digital native with both passion for and experience in the world of video production, multimedia content and communications.

MA Documentary Filmmaking grad with strong skills in content and social media. Endlessly enthusiastic and motivated, with a constant eye on the latest digital and media trends. Working under high pressure comes as second nature, and I thrive working collaboratively or independently across multiple deadlines.

EXPERIENCE

Social Media and Content Officer at With You | from Oct 20

Lead on content creation and strategy for all social media channels.

- Oversee social media output and content to maintain an engaged following of 20k.
- Design graphics, animated videos, illustrations and short films which have helped us to reach a growing audience.
- Worked with Snap to develop content that brought over 1 million visitors to our site.
- Create complex press release and social media copy, as well as blog articles written in a variety of voices.

Press Assistant at Southbank Centre | Jan 20 - Sep 20

First point of contact for press enquiries, to insure in the successful running of the press office.

- By creating a new press cuttings tagging system, the team could easily analyse press campaign successes
- Successfully increased staff engagement by compiling weekly staff update emails.
- Engaged industry press in the Centre's events by compiling releases and listings, organising press filming on site.

Membership and Ticketing Assistant at Tate | Oct 18 - Jan 20

Working across gallery locations in both a customer facing and administrative capacity in order to give visitors the best experience possible.

Communications Assistant at Discovery | Jul 17 - Jul 18

Creating engaging communications assets, organising internal events and ensuring the smooth running of all Internal Communications platforms globally.

- Worked to create a wide range of communications, which successfully increased staff engagement, from posters and social posts to formal updates.
- Played a central role in organising and running internal events with talent and speakers to engage staff in the brand. Led on coordination of logistics, talent relations, and marketing.
- Dramatically increase organisation-wide usage of the Workplace platform by delivering a strategy for a new campaign to engage staff in the internal communications platform.

Social Media Assistant at LSESU | Dec 15 - Jun 17

Content creation for the Union's website and social. Winner of Blogger of the Year Award. Creation of innovative social media output to best access the student readership, including long-form blog posts, 'listicles', and tweets.

Freelance Creative

Creative portfolio can be found at caffeinatedchlo.com. Freelance work includes a visual campaign for Camden Fringe show, commissioned portraits and a promotional video for a choir.

EDUCATION

MA Filmmaking - Documentary

Goldsmiths (2018 - 2019): Distinction

Production: Experienced in both the technical and creative aspects of location shoots. Skilled solo operation of cameras (Sony FS5) and audio equipment (Zoom recorders), alongside creative composition and camerawork.

Post Production: Trained in Avid Media Composer. Strong audio and video editing skills and an innovative editorial eye. Work can be found at vimeo.com/caffeinatedchlo

BA Human Geography

London School of Economics (2014 - 2017): Upper Second Class

Qualitative and quantitative research papers including data analysis and interviews. Past projects include 'Cultural Production: Southbank Skaters', 'Williamsburg's Health Food Revolutionaries' and 'Social Media in Mega Marches'.

SKILLS

Communications

- Versatile copywriting
- Social media strategy
- Press relations
- Internal communications
- Media monitoring
- Event coordination

Creative

- Shooting audiovisual content
- Illustration and graphic design
- Creative filmmaking and editing
- GIF creation and basic animation

Technical

- Avid media composer
- Adobe Photoshop, Illustrator and Premiere Pro
- Microsoft Office software
- Google Analytics
- Cision and Gorkana