

# Carla Boyd [carla.boyd@hotmail.com]

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## Skills

- Experienced social media marketer, competent copywriter, adaptable tone of voice, excellent interpersonal and communication skills, networker, basic photo and video editing skills, efficient Microsoft Office user, basic html knowledge, organised, creative, hard worker, fast learner.
- Social Media Platforms include: Facebook, Twitter, Google+, LinkedIn, Tumblr, YouTube, MySpace, Bebo, Soundcloud, deviantART, Pinterest, Instagram, Spotify, as well as multiple content management back-end sites.

## Languages Spoken

- Fluent Level of English and German

## Education

### University of East London, London, UK

Class of 2012, First Class BA (Hons.) in Music Culture & Media Studies

### Gymnasium "In der Wüste", Osnabrück, Germany

Class of 2008, German Abitur (A-Level equivalent) in English, German, and Music

### Tinora High School, Defiance, OH, USA

Study abroad 2005-2006

## Experience

### Content/Social Media Experience

#### Social Media Manager

##### [Digital Gurus]

September 2013 to Present

- Devise and execute social media strategy on LinkedIn, Twitter, Facebook, GooglePlus, YouTube and BuzzFeed
- Set social & website KPIs, track weekly progress, and report to management
- Analyse social media strategy and improve based on insights
- Create content across social media & company blog – written, image, and video
- Manage online communities, respond to comments/enquiries/complaints
- Oversee rebuild of UK website and build of international websites
- Organise, conduct & edit DG Meets interview series (video & written) with senior digital industry professionals from BBC, Microsoft, Metro.co.uk, Google & more
- Set up and run Twitter accounts for Sydney and Dubai offices
- Organise and promote competitions, including picking and notifying winners
- **Most Memorable Moment:** Tweet on @DigitalGurus Twitter account receiving over 230 RTs and being featured on major Filipino news website - <http://bit.ly/1xADqO8>

## **Social Media Coordinator and Event Assistant**

**[The Student World]**

February 2013 to April 2013

- Social Media – Write engaging posts, respond to enquiries and interact with customers on Facebook and Twitter, actively search out target audience on Twitter, increase likes/followers through customer interaction/engagement.
- School relations - Contacting schools to collect data and promote event.
- On event days – Actively encourage attendees to engage with social media at “Comment Box” stand, manage social media at the events, general support.
- Most Memorable Moment: Being asked to come back a year down the line.

## **Social Media Assistant/Copywriter**

**[Immediate Future]**

October to November 2012

- Write PR related/creative content (news articles/mailers/social media posts, etc.) for clients on Syco label including One Direction, Little Mix, and Susan Boyle.
- Establish creative ideas to increase artists' fan engagement and activity across different social networks, including cross-promoting social media platforms (i.e. YouTube videos/Pinterest boards/Spotify playlists on Facebook/Twitter).
- Interact with fans through competitions and fan-created-content.
- Write weekly reports on each artist's online activity.
- Most Memorable Moment: Attending Little Mix's Ustream & live-tweeting from event at Sony HQ.

## **Online Content Writer/Social Media Coordinator**

**[Bluestorm Solutions/Tablet Rentals]**

June to September 2012

- Research relevant news and topics related to each company (tech/mobile).
- Write blogs about researched material, increasing SEO through keywords.
- Post links to blogs and other market-related news articles across Twitter, Facebook and LinkedIn.
- Most Memorable Moment: Seeing an increase in Google ranking due to my blogs.

## **Social Media Assistant**

**[Global iPlayer Department - BBC]**

July to August 2012

- Promote services provided by Global BBC iPlayer App across Facebook & Twitter.
- Research fans of different programs across social media platforms and use the collected information for posts.
- Most Memorable Moment: Doubling Facebook engagement by creating a tribute week of YouTube clips from most popular globally available show on the app.

## **Social Media Strategist**

**[The Star Factory/Resident Studios]**

February to March 2012

- Promote The Star Factory, build relationships and network on LinkedIn.
- Give creative input and help promotion throughout other social media platforms.
- Most Memorable Moment: Having the first LinkedIn contact book an event.

## **Social Media Coordinator**

**[The Student World]**

February to March 2012

- Line out social media strategy, including creative content and timeline.
- Write content for Facebook, Twitter, and GooglePlus.
- Outline and execute Facebook and Twitter competitions.
- Most Memorable Moment: Retweeting excited posts at The Student World Fair by new followers I found in the weeks leading up to the event.

## **Public Relations Assistant**

**[All Leo – PR and Branding Company]**

November to December 2011

- Write PR related/creative content (news articles/mailers/social media posts, etc.) for clients including Red Bull, Skinny Cow, Miss Sporty, and multiple artists from different labels (including Take That, The Saturdays, and Lady Gaga).
- Publish material to the web on artist websites/social media sites.
- Most Memorable Moment: Receiving a promotional newsletter from Take That for which I wrote the copy.

## **Research/Artist Assistant, later Online and Social Media Coordinator**

**[Sang Thang - Entertainment Agency]**

March to December 2011

- Contact potential and existing clients for market research purposes.
- Assist with rebranding and redesigning website.
- Create website and set up social media for main artist's profile.
- Most Memorable Moment: Assisting in the organization of a flashmob performance by our main artist at Kings Place's annual summer party.

## **Other Experience**

### **Reservationist**

**[Bounce – Ping Pong Bar & Restaurant]**

October 2012 to February 2013

- Answer enquiries and make bookings for clients from companies including Twitter, Facebook, ITV, Channel 4, Sainsbury's, HSBC, and more via email and telephone.
- Most Memorable Moment: Being asked to take on the responsibility of taking all pre-order payments and deposits for large groups and private room bookings

### **General Assistant**

**[Riley's AP&S/ Valiant Sports Limited]**

May to October 2009

- Actively join new members and maintain quality customer service.
- Training received: "COSHH – Control of substances hazardous to health" and general Health and Safety.

### **Aupair**

**[Family Weaver]**

October 2008 to March 2009

- Responsible for every aspect of 6 year old and 2 year old girls' daily care.

**[Family Hughes]**

July 2008 to October 2008

- Responsible for every aspect of 15 months old girl's daily care.

## **Referees**

**Available upon request**