



ABOUT

Freelance creative obsessed with all things content. Need a graphic to demonstrate a concept? **DONE**. A hand with your social media strategy? **BOOM**, I've got you. A chunk of copy to sell your product? **WHAM**, I'm all over it. Need a website? **YEP**, I can build that too. I create original end-to-end content from idea generation to execution & can follow a brief like a boss. Let me ease your content woes.

TLDR: Content creation, copywriting, social media management, digital marketing & SEO. Extremely capable, fast learner, excellent people skills & relish opportunities to develop.

EDUCATION

UNIVERSITY OF EDINBURGH, 2016

Psychology (MA), FIRST CLASS

CONTACT

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EXPERIENCE

SOCIAL MEDIA MANAGER

Secret Cinema (Mar 2018-Sept 2018)

- Generate marketing materials to sell tickets and merch
- Create & schedule content for Secret Cinema's in-narrative & main social media pages, creating a cohesive experience for audience members from the moment they buy their ticket, to the end of the show.
- Respond to feedback from major stakeholders including Global Film Studios to adhere to strict content guidelines
- Manage interactions & messages on all social pages.
- Write copy cohesive with brand & show-related content for mailers & the company website

COPYWRITER / NARRATIVE

ENGAGER

Secret Cinema (Mar 2018-June 2020)

- Create copy for socials, mailers, website, in-show content, scripts, internal resources, pitches & creatives
- Respond to feedback from major stakeholders including Global Film Studios to adhere to strict content guidelines
- Masterfully switch Tone of Voice between shows and brands
- Write copy cohesive with brand & show-related content
- Write scripts for show promotions
- Work alongside creative team to generate content & refine creative & narrative across shows & IPs
- Develop narrative through written copy & ideation

[VIEW PORTFOLIO](#)

DIGITAL CONTENT EXECUTIVE

HeadBox (Sept 2017– Mar 2018)

- Designed & optimised all email marketing campaigns, infographics & other marketing collateral for maximum impact
- Sourced blog contributors, nurtured & managed content partnerships & curated guest blog content
- On-site SEO & SEO copywriting
- Video content creation
- Carried out regular audits & generated reports on SEO, social media & site traffic
- Consulted on social media content creation / paid advertising strategy
- Graphic design of social, website and mailer assets

CONTENT EXECUTIVE

HeadBox (Jan 2017–Sept 2017)

- Devised & implemented the company social media strategy alongside generating content & brand copywriting guidelines
- Managed & scheduled social media & blog content (ContentCal)
- Implemented SEO strategy: SEO copywriting, ongoing optimisation of the site & re-working of strategy through research
- End-to-end video content creation
- Design of mailers using HTML on Intercom
- Built new sections of the website using a CMS
- Creation of comprehensive company design guidelines

COPYWRITER

Freelance (2016-Present)

- Clients include: BBC's Dr Who, Secret Cinema, Rolfe Kent (Hollywood Composer), Massive Productions, MMG (Global Media Awards), Recovery Town (Scriptwriting)

WEB-DESIGNER

Freelance (2018-Present)

- End-to-end website design
- SEO consultation
- Copywriting/copyediting
- Graphic design

HOBBIES

Mindfulness / Gender Politics / Writing / Drawing / Exploring / Nature / Cooking / Performance / Reading / Theatre / Gallery-Hopping / Dancing / Debating with people who think Trump is 'Harmless' / Creating / Guitar / Keeping Fit / Circus Silks / Stand-up Comedy / Concocting Cartoons / Design / Illustration

AWARDS

- JANET JACKSON 20 UNDER 20 AWARD, 2012
- HEADBOX HERO AWARD
- ARTS AWARD (BRONZE, SILVER)

SKILLS

Improvisation / Facebook / Instagram / Twitter / Google Analytics / Wordpress / CMS Proficiency (Contentful) / Photoshop / SEM rush / Intercom / Final Cut Pro / Copywriting / SEO / SEO Copywriting / Graphic Design / Basic HTML / Microsoft Office Proficiency / University-level Statistics / SPSS proficiency / Self-Shooting / Film Making / Public Speaking / Stand-up Comedy / Presenting / Campaigning / Negotiation / Illustration / Digital Illustration / Animation / Makaton Ability & Awareness / Inclusion specialist / Mac & PC Proficiency / Excellent Customer Service / Logistics / Problem-solving / Team Leading / Design / Social Media / Proof Reading / Pages Proficiency

REFERENCES AVAILABLE UPON REQUEST



I have worked with Ella for a few years at Secret Cinema across multiple shows. Ella is a fantastic copywriter, not only does she work quickly, provide a suite of options and creative routes, she seamlessly adapts to suit the tone of voice of each show... from sweet 80s nostalgia to futuristic dystopian worlds. As well as copywriting, Ella curated content for the Secret Cinema social channels with a view to increase ticket and merch sales, always keeping our brand ethos at the heart, and also managed the show social media channels; directly liaising with customers in character, curating and scheduling all content whilst successfully managing stakeholders from several teams, all with strong opinions. Not only is Ella a delight to work with but she always comes up with fresh and creative ideas, a key strength to have when managing social channels.

Ayomi Rupasinghe

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