

ELLEN BAILEY

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An ambitious journalism graduate, I am a highly confident, hard-working, conscientious team-player. Having previously written PR and digital marketing content for major global and national brands, I am competent in a range of writing skills - from press releases, social media content and blog posts. I'm a people person; skilled with communicating and developing partnerships with external stakeholders and have experience meeting and interviewing a range of diverse people. A very organised and enthusiastic individual, I'm passionate about marketing, social media and creating engaging content.

EDUCATION.



2016 – 2019: BA (Hons) Journalism, University of Lincoln, Upper 2nd Class Honours

- Modules included: Media Law, Political Journalism, Feature Development & Print Journalism
- National Council for the Training of Journalists (NCTJ) Shorthand, 100 wpm Certification and Level 3 Diploma in Journalism
- Received the Margaret Matthews Professional Distinction in Journalism award



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<https://rb.gy/jkdutp>

RELEVANT EXPERIENCE.

Jan 2020 – Present Student Recruitment and Social Media Officer, Bishop Grosseteste University

- Develop and manage a number of partnerships with school and colleges across the UK; supporting academic engagement by delivering presentations, workshops and other outreach activities.
- Since the Covid-19 outbreak, I'm also leading the social media plan across a number of platforms; helping market, promote and generate new interest for our new digital resource programme.

Oct 2019– Nov 2019 Marketing Assistant, Stagecoach

- Responsible for increasing customer engagement through website management, email-marketing platforms, social media content and digital marketing campaigns for Stagecoach North Scotland and Highlands.
- Was involved in creating recruitment campaigns on Adobe for both print and online material, and produced press materials including news stories and press releases.

July 2019 – September 2019 Partnership Co-ordinator, Anglian Water

- Internship working alongside the Customer Services team, supporting the vulnerability strategy for the entire Anglian Water region.
- Responsible for identifying and developing new external partnerships with organisations such as the NHS, domestic abuse charities and rural networks; I arranged and led meetings with directors, senior executives and media representatives across national organisations.

June 2019 Shooting Star PR, Lincoln

- A PR and digital marketing week-long work placement, creating press releases, social media content and award entries for local and national clients.
- Was also involved in networking and interviewing prospective clients and liaising with journalists through events.

January – March 2019 Proactive International PR, Newark

- Completed an international PR internship over the course of 10 weeks.
- Produced press releases, coverage reports, social media content and media invitations for international brands such as Sony, Huawei, Telent, InfiNet Wireless and Rajant.

SKILLSET.

ACCOUNT MANAGEMENT SKILLS

- Experience in establishing and developing partnerships with external organisations by effectively communicating to company executives via meetings, presentations and direct phone contact.
- Built various contacts over the years working as both a journalist and PR professional and have led meetings with directors, senior executives and media representatives across national and regional organisations.

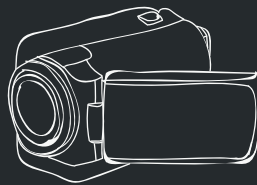
SOCIAL MEDIA SKILLS

- Responsible for creating, scheduling and managing social media/website content on a number of platforms for regional and national organisations, including higher education institutions.
- Vlogging and presenting experience; I regularly create video content for BGU's YouTube, Facebook, LinkedIn, Instagram and Twitter Accounts - as well as heavily contributing to our Virtual Open Days video content.



ANALYTICAL SKILLS

- In my current role at BGU, I regularly use HubSpot CRM to create marketing materials for our school and college contacts, as well as having the ability to track and nurture leads.
- I've significantly increased BGU's social media position on Edurank Analytics; by leading on our new social media campaigns, the university's social media position leapt from **189th** in April 2020 to **25th** by July 2020.



DESIGN & FILMING EXPERIENCE

- I am well versed in using Adobe Illustrator, InDesign and Photoshop and have used these platforms when creating magazines and social media materials.
- Produce video content for BGU's social media channels and have created a brand new digital resource platform online for post-16 students.
- Experience filming and editing video content using Premier Pro, and presenting in a newsroom.
- Host a number of webinars to schools and colleges across the UK in my student recruitment role.

CHECK MY ONLINE PORTFOLIO



ellenbailey1995.wixsite.com/journalist