**Emma Rink**

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Editorial professional with extensive experience independently managing content strategy and creation, social media platforms, brand engagement and analytics reporting.

I have over ten years of media experience across multiple platforms including the B2B, consumer and digital/online arenas and covering multiple styles: news and features, interviews, reviews, social media monitoring, blogs, etc.

Specialties: Editorial, Digital Media, Social media, Research, Creative Thinking, Copywriting

**EDITORIAL/SOCIAL MEDIA EXPERIENCE**

June 2017 – Present **Unilever** London

*Global Communications Executive – Foods*

Working across global internal and external communications for the Foods business. Main responsibilities:

**Leading on external editorial** (blog) and social media strategy and content for the Global Foods President

Writing **internal newsletter** pieces for our Global Foods newsletter

Creating **global comms plans** including yearly content calendars, campaign toolkits, content around World Days

Working with our agencies to create media content including **video storyboarding** and **GIFs/infographics design**

**Event coordination** including quarterly town halls, internal campaign activations

Networking across **global brands and** **stakeholders** at all levels to obtain the best content for internal and external communications

Coordinating the **change management** piece ahead of Foods’ merge with the Refreshment category

July 2015 – June 2017 **Hodes** (The creative agency for employers) London

*Digital strategy and content producer*

Responsible for digital and content strategy and content generation, community management and social media management. Clients include: Unilever, Dixons Carphone, Enterprise Rent-A-Car. Both online and offline, internal and external communications.

Main responsibilities:

Content planning and workflow management of all **copywriting** tasks (long and short copy) inc **managing freelancers**

Creating social media and content **strategies**

Brainstorming and writing daily **blog posts** for clients

Creating content for our client'ssocial media profiles, such as **Twitter, LinkedIn and Facebook**

Online reputation management and brand sentiment analysis

**Collaborating with the creative team** to create promotional material

September 2014 - March 2015 **Bluffer’s** (publisher of the Bluffer’s guide books) London

(accepted redundancy) *Web and social media journalist*

**Writing and commissioning** articles across a wide variety of subjects for [**bluffers.com**](http://www.bluffers.com)

Managing the **Wordpress** CMS system including basic **html.** Improved the website.

Sourcing photographs: **Getty, Thinkstock**

Managing the brand’s [**Facebook**](https://www.facebook.com/bluffersguides?ref=bookmarks) and [**Twitter**](https://twitter.com/BluffersGuide) pages. Refined social media content strategy.

Produce weekly newsletter going out to 64,000 people via **Mailchimp**

Produce weekly reports on performance: Google analytics, po.st, Facebook/Twitter analytics

February 2013 – August 2014 **EY** (previously Ernst & Young) London

*Social media coordinator*

Promoting the Financial Services sector for a ‘Big 4’ global accountancy firm, concentrating on the EMEIA region.

**Social media platforms**

Creating and running the EY Financial Services [**Twitter**](https://twitter.com/EY_CareersFS) account, promoting industry news, events, jobs and publications. Currently the fastest growing EY EMEIA channel.

Tools list: content calendars, Hootsuite, Tweet Reach, Tag Def, Hashtagify, Follower Wonk.

Contributing Financial Services content to our 12 **Facebook** country channels, ensuring FS is represented with up-to-date, original postings.

Helped create our [**Pinterest**](https://uk.pinterest.com/ernstandyoung/emeia-financial-services-careers/) account, creating engaging tangible boards such as ‘FS Jargon’, ‘Pictorial history of Financial Services’ and ‘EY employee Pinterviews’.

Also developing our **LinkedIn** FS Group, incorporating ideas such as employee ambassadors and service line sub-groups to increase and sustain engagement.

**Analytics**  
Developed a **comprehensive reporting strategy** from scratch to analyse the Twitter channel & the EMEIA FSO website. Tools list: Hootsuite Analytics, Google Analytics, YouTube Analytics, Webtrends, Sysomos, Twitonomy, Twtrland.

**Other**   
Produce the quarterly EMEIA FSO **newsletter**. Articles aimed at recruiters on the benefits of social media among other topics. Tools used - eCampaign

Working with our In Country branding teams to improve best practice across EY social media channels.

June - Nov 2012 **Liberty842** (Social media agency - entertainment) London

*Social media editor - Freelance*

Blogging, managing online communities, monitoring brands via Brandwatch, research report writing, managing the twitter feed and creating PowerPoint presentations in content strategy.

Nov 2009 - **OnTheBox** (entertainment website)London

March 2010*Internship*

TV & film reviewing, news & feature writing, interviewing celebrities, transcribing, press events, CMS skills, Photoshop, PR liaising

April - May 2009 **Packaging News** (B2B magazine) London

*Freelance*

News & feature writing, interviewing, sub-editing, proof reading

May - July 2008 **Nursery World** (B2B magazine) London

*Freelance*

2000 - 2008 **Various**

*Internships etc*

Top of the Pops, Cosmopolitan, The Independent, Fresh Escapes, The Steel Press (uni paper)

Blog <http://emmarink.wordpress.com/>

<https://twitter.com/havenhitchin> (Family business) <https://www.facebook.com/havencafehitchin>

**HR/ ADMIN EXPERIENCE**

November 2011 – **Withers & Rogers LLP** London

June 2012 *HR Administrator*

Handling the recruitment process, inductions, evaluation process,

employee records, marketing, liaising with staff at all levels.

Dec 2010 – **Balfour Beatty Workplace** Watford

August 2011 *HR Administrator*

Utilising database (Ciphr), handling references, reorganizing filing system, producing letters, managing employee queries.

**EDUCATION**

2008 **PMA Training** London

*Postgraduate Diploma in Magazine Journalism*

News and feature writing, interviewing, video shooting and editing, subbing, proofreading, media law, shorthand, InDesign and Photoshop

2004-2007 **The University of Sheffield** Sheffield

BAHons(2:1) *English Language & Linguistics*

1997-2004 **Jews Free School** London

*A Levels*: English Language, Media Studies, Sociology (AAB)

**HOBBIES:** Writing, stand-up comedy, social media, Pilates, psychology, satire