

NAOMI BENNETT-JOHNSON

Hi, I am Naomi - a **creative marketing specialist, social media strategist** and **creative writer**. I also **project manage**, create **digital campaigns** and advocate for **equality, diversity and inclusion**. For **seven years**, I have been **helping organisations innovate and reach their goals**. I am now looking for a new professional challenge to develop my skills and experience.

References available on request

SKILLS

- Email, social media and influencer marketing
- Performance data analysing using tools such as Google Analytics and Hootsuite
- Marketing and communications campaign strategy and management
- Content creation including photography, film, creative writing and graphic design
- Photo and video editing using the Adobe Creative Suite, DaVinci Resolve and CapCut
- Content calendar management
- Project and stakeholder management
- Public relations
- Internal communications
- B2B and B2C marketing
- Live and virtual event organisation and management
- Creating and delivering corporate training
- Knowledge of HTML
- Experience using CMS
- Equity, Diversity and inclusion
- Microsoft Office.

CERTIFICATES

IDM Advanced Certificate in Digital Copywriting (2022)

Institute of Data & Marketing

Web content writing (2022)

LinkedIn Learning

PROFESSIONAL EXPERIENCE

Digital Campaigns Officer

Bectu Union | Mar 2020 - Present

I create digital strategies and manage marketing campaigns that help Bectu Union to recruit members and improve working conditions in the UK creative industries. As the co-manager of Bectu's social media channels, I post content, run paid and organic campaigns and analyse performance data. I also produce videos, photos, text and graphics for digital and print.

I regularly work with senior stakeholders within my organisation, creative industry leaders, union members and MPs to build partnerships, collaborate on campaigns and gain parliamentary support for Bectu's work.

Achievements:

- I partnered with the Lenny Henry Centre for Diversity on a campaign tackling racism behind the scenes of the film and TV industry. The campaign is called Race to be heard and I manage its digital marketing and communications strategy. As a result of the digital campaign, Bectu, broadcasters and unions met with Ofcom. News outlets including The Hollywood Reporter, The Voice and Deadline also featured it.
- I lead a digital data migration project which is helping to improve Bectu's online presence. I also create, redesign and update Bectu's website as part of the SEO strategy.
- Bectu Union's LinkedIn following grew by 200% in 2023 and its' engagement increased 300%. Bectu's Instagram has over 10,000 followers and its Twitter has over 28k that are active and engaged.

VOLUNTEERING

Marketing, Communications & ESOL Volunteer

Old Royal Naval College | Mar 2017 - Nov 2017

In addition to my admin role, I volunteered in the marketing and English for Speakers of Other Languages (ESOL) department. As a volunteer I:

- Helped the Old Royal Naval College (ORNC) develop its social media strategy
- Distributed marketing emails using Mailchimp
- Created and posted social media content and PPC adverts
- Captured and edited photos
- Updated the organisation website using its CMS
- Assisted the ESOL teacher by supporting students during workshops.

Achievements:

- I increased the followers and engagement on the ORNC social media channel
- I successfully assisted in organising and running events and workshops
- My photographs featured on the ORNC website homepage.

EDUCATION

BA English Language with Acting & Screen Performance with a year abroad (Including modules in creative writing and journalism)

Hertfordshire University, 2012 -2016

Philosophy, Theatre Makeup and Anthropology

University of West Georgia, 2014-2015

OTHER EXPERIENCES

Social Media Blogging

- Founder of instablog @EatDrinkTwerk

- To empower, engage and inform union members and staff I launched the Bectu podcast channel, an ED&I newsletter and an allyship training program. I also organise and host events and produce newsletters.
- To help tackle bullying and harassment in the film and TV industry, I created a set of guidance called 6 demands. The guidance featured in news outlets such as Variety and Deadline. It also fed into the launch of The Creative Industries Independent Standards Authority (CIISA).

Digital Content Officer

University of Greenwich | Nov 2017 - Mar 2020

As part of the content team I produced content for social media, web, digital and print. The work I did helped recruit, retain and engage students as well as improve the quality of the university's content libraries. I also managed a student influencer group and assisted the in-house copywriters.

Achievements:

- Through managing the 2019 results day/Clearing social media campaign, I helped the university recruit a record amount of students.
- I worked with Charlton Athletic and created content which advertised the university's partnership with the Football Club. This included interviewing the CEO of Charlton, liaising with coaches and filming training days.
- Staff communication and content sharing greatly improved after I launched a staff newsletter on behalf of the content team. It included information and links to the teams latest work and upcoming projects.
- A training program I ran on colour grading skin and editing for social media helped to improve the teams content and ensure students were fairly represented.
- I interviewed over 200 academics and managed the video shoot schedule for a large video project.

Marketing Intern

Hartley Voices Ltd | Sep 2016 - Feb 2017

I created videos to send to clients and agents and managed the company's social media accounts. This helped the agency raise its profile and get bookings.