

CV APPENDIX A

Seasoning Product Brand: www.turnahpot.com

Chef J Vegan Blog: www.simplyvegan.uk

June 2015 to Present

Social Media Coordinator/Back-End Developer

- Posting; Commenting; and Retweeting others to develop an audience and interaction from other like-minded individuals and Audience recognition.
- Tagging and using SEO keywords in Wordpress Blog Dashboards, Product SEO.
- Back End Monetisation development using AdSense PRO and coding Widgets as appropriate.
- Established and maintained social media presence.
- Continually optimising content with SEO keywording.
- Skills in marketing, social media and back end monetisation development, to increase visibility; profitability and promote growth.
- Development of online marketing strategies with third party companies and via Government Funding Initiatives.
- Conducting online research of target market and competitor behaviour.
- Reviewing and implementing online strategies for two-way communication streams between the company and its audience, resulting in engagement; likes; followers; and Targeted customers coming to offline events to ensure they meet the Turnahpot team and purchase their products and services. There was a lot more interactivity offline and high profitability at exhibition events and fairs.
- Moderate comments and feedback, leveraged this feedback to gain direction and focus for future development. Criticisms, both constructive and negative were used to develop 'Next Steps'.
- Established an email list for future Email marketing campaigns. Sampled campaigns using Mailpoet and Aweber.
- Continuously improving lead generation opportunities; creating Facebook Advertising and Post Boosts