

SERIN RAYNER

SOCIAL MEDIA & BRAND STRATEGIST



MY SKILLS

- Developing creative brand strategies for best ROI
- Social media account and campaign management
- SEO-optimised copywriting
- Brand development
- Paid and organic social
- Competitor research & analysis
- Account management
- Email marketing
- Content marketing
- Lead generating & networking
- Basic WordPress
- Basic Google Analytics
- Social media training and public speaking
- Confident communication skills
- Artistic design

MY EDUCATION

2:1 BA (Hons) - Theatre & Performance
The University of Leeds | 2012 - 2017

MY CONTACT DETAILS

54 Upper Church Road,
Weston-s-Mare, BS23 2DY
T: 07872930591
E: serinfrayner@gmail.com

MY EXPERIENCE

Social Media & Brand Strategist

The Bard Collective | January 2019 - Present

The Bard Collective is a creative agency specialising in digital marketing. As Bard's social media and strategic lead, I am responsible for all client brand strategy and social media activity as well as managing the social media and content team.

Projects I am most proud of include:

- Brand launches that have seen rapid follower growth on social media in the retail, media, food & drink and marketing sectors (average 117% growth each month).
- Social media campaign and event management for the Thatchers Gold Treasure Hunt for Thatchers Cider.
- 'Why Somerset is So Much Better than Devon or Cornwall' social media campaign for Wyke Farms.
- Organic campaign management for Somerset Day CIC that saw the #somersestday hashtag trend across the UK for 10 hours with an organic result 14 million impressions on Twitter.
- Paid social traffic campaigns in the country living sector with very low CPCs ranging from £0.08 - £0.32.

I am the go-to public speaker for Bard and have represented the company at reputable events including London's Bread & Jam Food Founders Festival, Chamber of Commerce events and Bard's own social media training workshops.

Key responsibilities

- Leading and managing Bard's social media and content team.
- Defining social media and brand strategies.
- Account managing social media marketing for clients, creating engaging, creative and innovative content and campaigns.
- Influencer partnership management.
- Instigating social media campaigns with tracking systems, including sponsored content where relevant.
- Brand development.
- Social media workshop creation, training and event speaking.

Social Media & Marketing Executive

Evosite | January 2018 - January 2019

Evosite transformed from a purely digital agency to a fully integrated marketing and digital agency in 2018. At this time, Evosite had no pre-existing social media offering. As the social media lead, I grew and developed their services, team process and client base including a six-figure social media marketing contract.

Key responsibilities

- Defining social media strategies.
- Account managing social media marketing for clients, creating engaging, creative and innovative content and campaigns.
- Instigating social media campaigns with tracking systems, including sponsored content where relevant.
- Social media workshop training and event speaking.

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WHAT INTERESTS ME

- Fighting the stigma around mental health, in particular OCD
- Animal welfare (*Anything* with cats)
- A good drama series
- Cooking

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MY EXPERIENCE

Marketing Assistant

Plum Communications & PR | June 2017 - December 2017

Plum Communications & PR offered PR and marketing services to the South West and beyond. Before being acquired by Evosite, I was the social media marketing lead for the company handling a multitude of accounts in the hospitality, business, and leisure sectors.

Key responsibilities

- Lead on social media account management.
- Content creation.
- Social media strategy.
- Event speaking and support.
- Building social campaigns, including sponsored content.
- Monthly newsletters for clients using Mailchimp.

Social Media Account Manager

Socialight Media Company | April 2015 - January 2018

I established Socialight whilst studying at Leeds University as an entry point into marketing.

Key responsibilities

- Designing online marketing strategies for clients.
- Managing multiple social media accounts for a number of clients at any given time.
- Social media lead generation.

CIC Director & Board Member

Somerset Day CIC | January 2020 - Present

Somerset Day 365 is a Community Interest Company whose mission is to celebrate Somerset as a place to live, work, learn and play 365 days of the year with key celebrations around Somerset Day itself on May 11th.

As a Director and board member of the CIC, I am their go-to person for social media to help them support both businesses and communities right across the county.