

# SERIN RAYNER

SOCIAL MEDIA LEAD & BRAND STRATEGIST

PORTFOLIO: [WWW.SERINRAYNER.CO.UK](http://WWW.SERINRAYNER.CO.UK)



## 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 on Canva
- Use of social tools including Sprout Social

## MY EDUCATION

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

## WHAT INTERESTS ME

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

## MY CONTACT DETAILS

Located nr Bridgwater, Somerset  
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[www.serinrayner.co.uk](http://www.serinrayner.co.uk)

## MY EXPERIENCE

### Social Community Manager

*Sketch* | August 2020 - Present

Sketch is the global leading UI platform to help people design better products. Over one million designers — from freelancers to the world's most influential organisations — use Sketch to create and collaborate.

My role is focused on managing and growing our social community, establishing meaningful relationships, creating highly engaging content and increasing online reputation.

#### **Key responsibilities:**

- Community strategy.
- Social community management.
- Campaign ideation and management.
- Creating innovative and engaging content to increase sentiment and growth.
- Social media reporting and insights.
- Sentiment analysis.
- Social listening to inform content and content direction.
- Exploration of new channels and features for growth opportunities.

### Social Media Lead & Brand Strategist

*The Bard Collective* | January 2019 - August 2020

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

#### **Projects and results 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 #somersetday 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 was the go-to public speaker for Bard and have represented the company at reputable events including London's Bread & Jam Food Founders Festival held at The Institute of Directors in London, Chamber of Commerce events and Bard's own social media training workshops.

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### **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.

### **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.