

# Joanna Graham

07742458190

[thejoannagraham@gmail.com](mailto:thejoannagraham@gmail.com)

[uk.linkedin.com/in/thejoannagraham](https://uk.linkedin.com/in/thejoannagraham)

Highly organised and multitalented with a keen eye and can-do attitude. Shows great initiative, meticulous attention to detail, effective time management and excellent communication skills. Has experience in digital marketing, social media management and digital publishing. Particular skills in brand engagement, developing organic social content and growing online communities.

**Adobe Premiere Pro CC | Audition CC | Illustrator CC | InDesign CC | Photoshop CC | MS Powerpoint | MS Excel | Google Analytics | Jetpack | Wordpress | Facebook | Twitter | Instagram | Vine | Snapchat | YouTube | Pinterest**

## EMPLOYMENT

### **Digital Marketing Executive**

#### ***The Co-operative Bank***

October 2016 - March 2018

- Development of organic social content strategy.
- Liaising with stakeholders to ensure high quality assets.
- Multimedia content creation (video/infographics/blog posts).
- Researching competitors, products and trends.
- Analysing insights and providing data-led feedback.
- Working closely with Marketing, UX and SEO to ensure fully integrated strategy across all channels.

### **Digital Media Innovator**

#### ***Mortons Media Group Ltd***

#### ***University of Lincoln***

#### ***Innovate UK***

Sept 2013 - Sept 2016

- Identifying opportunities for development and innovation. Managing multimedia content and web projects.
- Managing and co-ordinating video projects. Filming and editing video content (studio and external location).
- Audio production, podcast development strategy.
- Analysing insights to develop content for websites and social.
- Redesign and optimise portfolio of 24 websites on Wordpress.
- Presentations to senior stakeholders regarding web projects and recommended developments.
- Managed a departmental budget of £10,000 over two years.
- Digital marketing - email campaigns, SEO, PPC, content marketing and social advertising.
- Reduced overall website development costs by 90%.

### **Producer/Host/Owner**

#### ***How2Wrestling***

2015 - Current

- Management of social media profiles and community.
- Website design and content management.
- Target audiences, increase growth via paid and organic reach, using analytics to drive targets.
- Manage budget, costs, staff pay and merchandising.
- Built a subscriber base of \$2,300/month and 400+ backers through Patreon, a tiered rewards based subscription service.
- Achieved number 8 on the overall iTunes charts.
- Frequently featured on the A.V. Club's list of best podcasts.

**Graduate Co-Ordinator & Technology Demonstrator (Volunteer)**

**OnLincolnshire Technology Hubs**

March 2014 - Sept 2016

**Winner of Next Generation Digital Award (2014)**

- Helping to communicate commercial potential of technologies to businesses.
- Forming and maintaining relationships with local businesses.
- Co-ordinating students and graduates to volunteer at the technology hubs in Lincolnshire.
- Training others on and demonstrating use of equipment and emerging technologies (VR, AR, 3D printing, UV printing, 360 degree filming, drone videography).
- Represented the Technology Hubs at numerous conferences and workshops.

## EDUCATION

**Certificate in Digital Marketing with Google Squared Online**

**Certificate in Management Ashorne Hill**

**BA(Hons) Degree in Media Production (2:1) University of Lincoln**

2009 - 2012

Radio, script and screenwriting, graphic design, animation, photography, single and multi-camera film production.

A Levels

- 4 A Levels
- Incl. English Lit & Lang and Media Production both at grade A

**Long Road Sixth Form College, Cambridge**

GCSEs

- 11 GCSEs
- A grades: 4
- B grades: 3
- C grades: 4

**Melbourn Village College, Cambridge**

## ACHIEVEMENTS

- Articles published in Kotaku, Twist & Go, Calling Spots magazine and The Beach Boys Official Fanzine, Stomp.
- Runner up for 'Best Poster' at KTP National Conference.
- Runner up for 'Best Use of Mobile Technology' at Lincoln Digital Awards.
- Panelist on the University of Lincoln's Meet the Graduates Panel.
- Editor-in-Chief of niche zine sold via Etsy, GHOTI.
- Moderator of Facebook group Team Friendship (700+ members in under 4 months).

## INTERESTS

My interests include fashion, yoga and writing music. In my spare time I make and design vintage jewellery, which I sell to independent boutiques in Lincoln.

*References available on request.*