

Alison Battisby

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An experienced social media consultant with a strong background in journalism and online content production. Worked at the forefront of digital marketing for five years at top London agencies, and also directly with SME's consulting and training clients on a freelance basis. Strong client relation skills and also enjoy leading teams of talented individuals. As a freelancer I can be completely adaptable to suit any business needs.

Experience

Social Media Consultant (Freelance)

April 2011 – Present

Dealing with a wide-range of British businesses, including large household names such as MySingleFriend.com, thriving SME's such as Pure Telecom, Red Rock Training, and Cavendish Publishing and exciting new startups such as RoomRooster, Zoom app, and We Fill Water. I consult each client completely differently depending on their needs, ranging from the setup and strategy of social media channels to community management and reporting. I also enjoy training and have delivered successful bespoke training sessions to a number of companies. I also offer lecturing and have spoken about social media at City University, London College of Communication and New College of the Humanities.

Head of Social Media at Croud Inc.

June 2011 – December 2012

I worked at exciting new concept agency Croud, maintaining client relationships, winning new business and managing the team. During my time there I trained up two graduates in social media so that they were able to manage clients and assist confidently on pitches. I managed client relationships with Friends Reunited, CitySocialising, and Metro Print. I also established partner relationships with a number of other creative agencies in London which help to feed in new business. Croud are Google's official SME partner in the UK, assisting with the management of the Get British Businesses Online campaign, which I attended and helped to promote during my time there.

Community Manager at Wunderman UK

April 2011 – July 2011

As Community Manager in the Social Media Team at this renowned international advertising agency, I managed campaigns for Pringles, Nokia UK and contributed to projects for Land Rover UK. I worked on two key projects for Nokia UK, helping them to change their overall customer service strategy in Facebook and Twitter and also supporting them in reaching 100,000 Facebook likes.

Community Publisher at Associated Northcliffe Digital

July 2009 – July 2011

I managed a hyperlocal news website, DalstonPeople in East London, writing on-site content, sourcing news stories, creating event listings, and encouraging discussions and reviews. I fostered a number of key relationships with other bloggers and journalists in the area, which helped with the web traffic and word of mouth. I utilised social media to promote the site and built a loyal Twitter community of almost 10,000 followers.

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Senior Social Media Executive at Harvest Digital December 2009 - April 2011

Worked for a wide range of clients in charity, finance, entertainment and lifestyle at this full service digital marketing agency in Soho. I used copywriting, presenting, reporting and analytical skills for all clients and particularly enjoyed the process of brainstorming, concept creation and pitching. I used sentiment monitoring tools such as Radian 6 and Sentiment Metrics. I also planned and ran company-wide sessions and breakfast briefings in social media. My clients included Tesco, Wonga, and Liberty of London. During my time at Harvest, we supported the launch of Tesco's first UK Facebook Page.

Education Postgraduate Diploma with Merit in Newspaper Journalism at City University - September 2008, London

***Bachelor of Arts in English Language Studies: Second Class Honours
Division One (2:1) Cardiff University, Wales - September 2005 - June
2008***

Interests

I enjoy going to see live concerts and local gigs, as I love listening to music and I have a passion for discovering new bands. I am a keen inner-city cyclist and am helping to campaign for more road safety in London. I have recently begun photography lessons and am hoping to use my skills to create my own artwork.

References available on request.