

Robin Coleman - Digital Marketing Professional

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PERSONAL STATEMENT:

A creative digital marketing and communications strategic specialist with strong project management skills. Over 15 years' broad experience in online communications, social media, community management, and managing content management systems (CMS) underpinned with a BA in Marketing (2:1).

KEY ACHIEVEMENTS:

- Nominated for [2014 Digital Communications Awards for Community Presence](#)
- Set up, grew and managed employer's multi-channel social and multimedia achieving over 53k [Twitter](#) followers and 175k [Facebook](#) fans
- Promoted 7 postgraduate courses using social media advertising and Adwords achieving 88% more applications for one course and 17% rise overall (compared to previous year)

AREAS OF EXPERTISE:

- Digital communications strategy and tactics planning
- Website management using Content Management Systems (CMS) and WordPress
- Social media and community management
- Writing for the Web and SEO
- Google Analytics and social media statistics analysis
- Web project management

EMPLOYMENT:

Digital Marketing and Communications Freelancer

[Like Digital Comms](#)

October 2017 - present

- Created new freelance business for digital marketing and communications trading as 'Like Digital Comms'
- Client work for [International Broadcasting Trust](#) – WordPress website management, project managing design updates, social media strategy, setting up new channels, basic video editing, email marketing using MailChimp

Digital Communications Officer

[Institute of Development Studies](#),
University of Sussex

July 2007 - July 2017

- Developed Institute's digital communications strategy integrating social media, email and SEO for content engagement and impact with provision of team cost-effective tools
- Set up, grew and managed employer's multi-channel social and multimedia
- Monitored and evaluated digital strategy using Google Analytics & social media measurements
- Nominated for [2014 Digital Communications Awards for Community Presence](#)
- Managed corporate website with over 16k pages, project managing major enhancements to FarCry CMS based on visitor and user experience surveys/workshops. Annual budgets between £12k to £25k.
- Re-writing & optimising academic research content for corporate site using SEO techniques
- Project managed new ecommerce platform (Slatwall) for short courses
- Presenting blog writing and Twitter workshops to academic both offsite and online
- Managed IDS's SharePoint Intranet with email marketing duties to promote content

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EMPLOYMENT (continued):

Marketing Officer [University of Southampton](#) *Nov 2004 – Jun 2007*

- Acted as web editor for Interwoven's TeamSite CMS based department website
- Project managed promotional campaigns of IT services to University
- Liaison representative to promote IT services to academic schools/services

Web Project Leader [IBM.com](#), Portsmouth *July 2003 – Oct 2004*

- Provided project management and content strategy for a portfolio of client relationship websites

Senior Account Executive [Eclipse Marketing Ltd](#), Reading *Mar 2001- May 2003*

- Provided account and project management for Data-driven Direct Mail campaigns from ad-hoc to 30k a month mailings (Accounts handled: Vauxhall, Opel Europe, Vodafone & FT.com)
- Managed multi-language data & direct mail campaigns from brief to completion
- Provided market research and wrote new business proposals

Marketing Assistant [Icalis Data Systems](#), Reading *Dec 2000 - Mar 2001*

PR/Marketing Executive [Gordon Bruce Associates](#), Marlow *Aug 2000 - Nov 2000*

Information Systems Assistant (p/t) Southampton City Council *May 1998 - Jul 2000*

Pensions Admin/Systems Development Assistant Norwich Union, Norwich & Sheffield *Jun 1990 - Sep 1997*

VOLUNTEERING

2018 **Internal research project on email marketing effectiveness and procedure** *RSPB South East region*

PROFESSIONAL DEVELOPMENT AND EDUCATION:

2017	WordPress (Beginners)	<i>WordPress Courses London</i>
	Online Fundamentals	<i>Google Digital Garage (online)</i>
	Google Analytics (Beginner and Advanced)	<i>Google (online)</i>
2016	Social Media Advertising	<i>Klood</i>
2015	SharePoint site editing and page creation	<i>Celia Henderson Training</i>
	Web Project Management	<i>Econsultancy</i>
	Google Analytics	<i>Periscopix</i>
2010	Writing for the Web	<i>Sue Davis / Publishing Training Centre</i>
2009	Perfect your digital strategy	<i>MediaTrust</i>
2000	BA (Hons) Marketing 2:1 gained	<i>Southampton Solent University</i>
1990	BTEC National Diploma in Business Studies	<i>Norfolk College of Arts & Technology</i>
	<i>Merit gained</i>	