



# HOLLY PANKHURST

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## EXPERIENCE

### Social & Content Manager

Inkling Culture & Entertainment

April 2022 - Present

- Accountable for client services and content output across clients such as Hitachi, Hitachi Rail, Barclays, The Yards Covent Garden, WWF X Sky at COP26 and Women in Banking and Finance.
- In-house specialist for all video-led projects; leading briefing and development through to delivery while managing budgets and project timelines.
- Lead producer on the ground at COP26 for Hitachi and InnoTrans for Hitachi Rail, capturing their presence through social-first video.
- Project manager for Barclays global campus communications; overseeing the creation of monthly curated experience content calendars to be shared via multi-channel outputs.
- Nurturing an enthusiastic team via personal empowerment to support in-house growth.

### Senior Social & Content Executive

Inkling Culture & Entertainment

May 2021 - April 2022

- Projects produced via a strategic approach, using audience insights and detailed data analysis.
- Self-shooting of owned video content for clients as well as editing using Premiere Pro.
- Forming meaningful relationships with creators to plan UK and overseas video capture.
- Achieving KPIs by building strong bonds with clients through expertise and consultation.

### Digital Senior Account Executive

Sister London

September 2020 - May 2021

- Managing and curating the Carnaby London and the This Is Soho social media channels (Instagram, Facebook & Twitter), website content and monthly email marketing campaigns.
- Project management and production of stills and motion content with a network of vetted creatives.
- Increased Carnaby London's social media following since Sep 2019 by over 39% and managed a website with an average of 50k unique web visits and 150k pageviews per month.
- Executed targeted paid media campaigns to encourage channel growth and lead generation.

### Digital Account Executive

Sister London

September 2018 - September 2020

- Coordinating influencer and online media partnerships (SORTED Food, Timeout, HYPEBEAST).
- Account managed and built relationships with over 160 active retail brands, bars and restaurants. Including; Adidas, Timberland, GANNI, and restaurants such as Dirty Bones, Polpo and Cahoots.
- Implemented the digital roll-out of multiple Carnaby magazines as well as contributed creatively to the contents of the editorial.
- Developing digital content strategies for large-scale public events including event day social media coverage (Carnaby Christmas, Soho Music Month).

### Marketing Assistant

Lacamanda

September 2016 - August 2017

- Creating all social, website and newsletter content for Menswear fashion brands Bewley and Ritch and J.L.Berlue.
- Assisted Marketing Manager with the production of campaign lookbooks, creating mood boards, casting models and sourcing photographers.
- Developed marketing strategies for both brands' target menswear audiences.

## KEY SKILLS

- Solutions-orientated and a natural problem solver
- Excellent eye for detail
- Strong ability to seek opportunities
- Enjoys working in a team and with clients to create lasting bonds
- Adobe Creative Suite Lightroom, Photoshop, Premiere Pro
- Skilled in photo-taking and mobile video for social

## TRAINING

### Media Training Ltd

SEO Copywriting

April 2019

## EDUCATION & AWARDS

### Manchester Metropolitan University

September 2014 - August 2017

BA (Hons) International Fashion Promotion

First Class Honours

### Graduate Fashion Week

July 2017

Finalist for the Boohoo Social Media Award

## REFERENCES ON REQUEST