

DANIEL RICHARDS

Manchester, U.K
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PROFILE

A creative and well-trained worker with a great eye for detail, always eager and curious in this rapidly changing and increasingly exciting digital world. Proven ability to work to a high standard and meet deadlines. Substantial experience from a broad range of roles including marketing, copy-writing and teaching. Currently looking for a new opportunity to develop and fully utilise skills in the charitable sector. Runs a creative writers group, blogs and is highly motivated towards making meaningful change in the world and workplace

LINKS

[My Writing Portfolio](#) [My LinkedIn](#) [My Website](#)

EMPLOYMENT HISTORY

Digital Marketing Executive, Shencoh Associates, Manchester

SEPTEMBER 2019 – APRIL 2020

Head of the marketing department, specializing in digital marketing work. Developed entire content ethos and redesign of website, signatures and email templates. Efforts resulted in the growth of the team, and an increase in Shencoh's image and inbound leads.

- Remained proactive and constantly took the initiative to achieve desired outcomes.
- Worked well independently and on a team to solve problems.

Digital Marketer, Frameworks Recruitment, Manchester

JUNE 2019 – AUGUST 2019

- Responsible for all digital marketing areas
- Running email, social media posts and blog content on Wordpress
- Analytics, data and maintenance of websites and upkeep of the online presence of the company from social media to SEO keywords

SEO & Content Assistant, DigitalXposure, Manchester

MARCH 2019 – SEPTEMBER 2019

- Developing written and design content with SEO practices in mind for client specifications
- Site audits and recommendations for agency clients
- Social media advert design and copywriting

Site Owner, Sea Fox Media, Manchester

JANUARY 2019 – SEPTEMBER 2019

- Working on new website, to deliver higher SEO rankings and achieve the best content writing possible.
- Wordpress development, E-commerce, digital marketing and ad design.
- Analytics and insights and marketing planning for the best results possible.

Freelancer, YMCA, Phantasm Press, Haven Project, Scarborough & Manchester

APRIL 2018 – FEBRUARY 2019

- SEO/Web Dev/Content Writing and General Design for local charities and businesses.

- Press releases, site revamping, social media management.
- Wordpress plugins, SEO and site maintenance of YMCA local centre.
- Local businesses, blogging and content development
- Social media management and layout of their website, blogging and social media engagement.

Web Content/Editor/Social Media, Phantasm Press, Scarborough

MAY 2018 – PRESENT

- Working with colleagues to expand the reach of the independently established publishing company Phantasm Press.
- Working with clients to meet their book publishing needs.
- Ecommerce services.

Creative Resource, SEN Worker, Mencap, Scarborough

JANUARY 2017 – SEPTEMBER 2017

- Developing team building skills, interpersonal awareness and staying calm under pressure.
- Working with children and young adults as a SEN Worker has developed my skills as a better communicator and problem solver.

EDUCATION

MSc Digital Marketing, University of Salford, Manchester

JANUARY 2019 – JULY 2019

- Studying buyer personas, tools and software for digital marketing insights
- Social and search marketing
- Marketing communications and current trends

MA Culture Studies, Goldsmiths University, London

SEPTEMBER 2015 – JULY 2016

Theoretical, political, and empirically engaged cultural analysis concentrating on the political dynamics of contemporary culture

Leeds Arts University - Art & Design Degree (2:1) , Leeds Arts University, Leeds

SEPTEMBER 2012 – MAY 2015

- Bachelor of Arts (BA) in art & design.
- Served as Student Ambassador, mentor, representative, society member, editor and committee member in my time studying.

BTEC Diploma in Arts and Business Studies, Westwood Campus, Scarborough

SEPTEMBER 2011 – SEPTEMBER 2012

- Distinction in Art and Business studies.
- Photography/Media/Graphic Design/Business and Enterprise skills

SKILLS

Blogging and Content Writing

SEO and Google Analytics

Editing and Proofreading

Adobe Suite

HTML, CSS & Javascript

Wordpress and CMS

Microsoft Office Word

Digital Photography

Filmmaking

HOBBIES

Writing, Health & Fitness, Film & Photography

COURSES

HOPE: Human Odyssey to Political Existentialism, PrincetonX

JANUARY 2020 – MAY 2020

Google Ads, Google

JULY 2019 – AUGUST 2019

Creativity, Innovation, and Change, Pennsylvania State University

DECEMBER 2015 – MARCH 2016

Writing: Opening the Treasure Chest, Commonwealth Education Trust

JANUARY 2015 – DECEMBER 2015

The Web Developer Bootcamp, Udemy

APRIL 2018 – OCTOBER 2018

SEO Fundamentals & Google Analytics, Pluralsight

AUGUST 2018 – FEBRUARY 2019

Web Design Certification, Freecodecamp

JUNE 2018 – FEBRUARY 2019

REFERENCES

References available upon request