SUZIE LETTS

MARKETING & SOCIAL MEDIA

London, UK

07771109009

suzieletts@icloud.com

www.suzannahletts.com

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EDUCATION

MSc Marketing | Pred. Dist.
University of Liverpool
2020-2021

BMus Music | High 2:1
King's College London
2017-2020

SKILLS

- Social Media Strategy
- Brand Relationships
- SEO
- Paid Social
- Website Design
- Data Analysis/Reports
- Admin Organisation
- Adobe Photoshop
- Illustrator
- After Effects
- Premiere Pro
- Mailchimp
- Hootsuite
- Microsoft Suite

ABOUT ME

I'm a recent graduate hosting roles across the music industry in social media, digital marketing, blogging, podcasting, graphic design and content creation/marketing with a passion for improving female equality across the creative industries. I've worked closely with brands such as Mixcloud, Sky Arts, Spotify, PRS For Music, Musicians' Union, Audio-Technica and more. Recent campaign press coverage has included NME, TRENCH, DUMMY, Music Week and NOTION.

EXPERIENCE

DIGITAL MARKETING & SOCIAL MEDIA MANAGER

Girls I Rate | February 2021 - Present

- Planning/ implementing digital & social media strategies
- Working closely with brands including Sky, Mixcloud, PRS, Spotify and Musicians' Union to promote collaborations
- Responsible for online strategy, growing our community to over 10,000 young female creatives and a social following of over 25,000
- Creating creative content including email newsletters, graphic content and website design
- Working with other team members including Radio producer, A&R scouts, stylists and event manager to create an integrated strategy across digital platforms

CONTRIBUTING WRITER & PODCAST CO-HOST

Girls in Marketing | Freelance Blogger

- Wrote compelling blog articles twice a month covering all aspects of social media marketing to encourage and educate
- Contributed content responsible for growing online following to over 100,000 across various platforms
- Record and distribute weekly podcast episodes based around marketing
- Researched and brainstormed trends in marketing and expressed these to our online community

SOCIAL MEDIA & MARKETING OFFICER

The Ingenium Academy Summer School | February 2020 - Present

- Create social media campaigns and unique curated content
- Maintain social channels and create monthly data reports
- Create content calendars based on increasing awareness and engagement across social platforms

DIGITAL CONTENT EXECUTIVE

Shodement | May 2020 - November 2020

- Promote label artists on social media and work with artists to create digital campaigns
- Help global artists to create a digital strategy for their upcoming events and album releases
- Produce graphic content to distribute across channels
- Find brand and influencer partnerships for artists

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OTHER SKILLS

- Graphic design using Adobe Suite and Canva
- Proficient in many social media platforms including Instagram, Facebook, YouTube, TikTok and Twitter
- Experienced in other areas including Mixcloud, Spotify and YouTube promotion
- Experience analysing social media data and creating reports to adjust campaign strategy
- Experienced in artist management liaison and brand relationship maintenance
- Experience using WordPress and Wix for Website building/editing
- Ability to create coherent social media content and marketing campaign plans
- Confident with Microsoft Word, Excel, Dropbox and Google Docs/Sheets
- Managed teams to ensure integrated working across departments

WRITING EXAMPLES

RECENT GIRLS IN MARKETING BLOGS

- 5 Competitor Analysis Tools You Should Be Using

- Top Tips For Twitter Marketing

- 5 Reasons Why Organic Social Media Still Matters

- A Guide to Using Youtube For Marketing Your Business

all available at girlsinmarketing.com

OTHER PUBLISHED ARTICLES

- Work Hard, Play Hard - The Impossible Balance

- The Gender Imbalance of Festival Headliners

available at theeverydaymagazine.co.uk

MUSIC REVIEWS

- Irie Don Releases Visuals for "Vibes Overflow"

- Sophia Lee Soul teases the release of the new clothing line

available at medium.com/@global12news

SPECIAL ACHIEVEMENTS

- Completed a course in Music Marketing and Promotion with the School of Music Business | 2020
- Completed Digital Marketing and Content Marketing Short Courses at York St John University | 2020
- President, Treasurer & Social Media Manager - KCL Jazz Society | 2018-2020
- Completed the AKC award and received two Dean's Commendations for outstanding commitment | 2020
- Completed an Internship in Business, Operations & Marketing with Bright Network | 2020
- Nominee for KCLSU President of the Year award | 2020
- Platinum Award for 150+ hours of volunteering with KCLSU | 2020
- Gold Duke of Edinburgh Award | 2018
- Adult Leader for Girlguiding UK | 2015-present