

Kate Driver

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Personal Statement

I have strong experience working in communications and public relations. My most recent role was as a Social Media Executive but my passion has always been in Film and Television. At University I studied Film and Media, having the chance to pitch and write my own short films, feature films and documentaries. During my A Levels, I produced a number of short films and music videos and assisted other students with their direction and editing. After my undergraduate degree, I followed another passion of mine - Marine Science. Throughout my MSc postgraduate degree, I was constantly told I was too creative and didn't have the discipline for science. Some of my tutors even allowed me to submit creative pieces for modules. I couldn't wait to finish this degree to get back to my roots and continue being creative. I most recently took a job in Social Media but spend all my free time writing and conceptualising films and documentaries. I enjoy working as part of a team and have excellent interpersonal skills, but I am entirely confident and comfortable working on my own, this has been shown in my ability to thrive in this role having only worked 2 weeks in an office and the rest taking initiative and working independently. I have consistently delivered on time, hitting all deadlines set for me throughout my career. I am also very reliable and, in the past, have been relied on to train and recruit new staff and to lead my team whilst on shift.

Education

The University of York, MSc Marine Environmental Management

September 2017 – September 2018

The University of Sunderland, Film and Media Studies

September 2013 – July 2016

The Hermitage Academy

September 2006 – July 2013

3 A-Levels including Media and English Language.

9 GCSE's including Maths, Science and English.

Employment

Social Media Executive, Curtis Gabriel: March 2020 – January 2021

My most recent role was at Curtis Gabriel, a Social, Digital and Marketing agency. Within the first two weeks of my role, many staff were furloughed but I was chosen to stay on as the only member of my team and worked tirelessly throughout COVID. During this period, I scheduled and created content, ran public relations and was on the crisis management team for all clients within the business. Other members of staff were able to rely on me to schedule appropriate and engaging content whilst simultaneously covering live work, interacting on a number of social media platforms and engaging with the clients to keep them up to date on their accounts. I have experience using scheduling platforms such as sprout and have basic editing skills that I have used to piece together creatives. I also have basic training in Facebook ad manager and can successfully run targeted ad campaigns. Whilst this has been a very enjoyable role, I am looking to expand my skills further and look forward to following my passion.

Between 2019 and 2020 whilst job seeking, I took on the role as carer for my Grandfather who suffers with dementia.

Media Engagement Placement, RNLI: June 2019 – September 2019

In 2019, I worked at the RNLI on their summer graduate scheme. I was responsible for all media engagement, communication and public relations across the North East and East of England. My duties included organising interviews with the press to promote RNLI programmes such as Swim Safe – free swimming lessons for children, producing articles about the lifeguards, their duties and events that may have taken place, liaising with the RNLI press officers regarding media releases, drafting and publishing press releases, meeting weekly with lifeguards to discuss current issues such as vandalism and unsuitable beach equipment and organising media invitations and events to publicise the free events and workshops the RNLI runs. During this role, I was responsible for building relationships and maintaining them with journalists and local councillors across the East Coast of England. I was required to track all media enquiries and to monitor the impact of my work using websites such as Vuelio and Gorkana, this allowed me to record the estimated impact my press releases had on audiences. I was also able to use these websites to provide and report data on the number of people that had engaged with my work.

Cinema Host, Odeon Cinema's: January 2015 – September 2017

In this role I worked mostly with the public ensuring their experience at the cinema was a good one. I handled cash, food and alcohol. I was able to resolve difficult situations and problems without turning to management each time an issue arose. I was encouraged to apply for a higher position by my management team due to my experience and abilities but due to a company reshuffle this role was unfortunately dissolved. I was very experienced in dealing with difficult customers, troubleshooting software and in turn was able to assist my colleagues in similar issues. I took on the role of Team Captain on my shifts ensuring that my team were working to their full capability and taking responsibility over them and the area that I was working on. I found this very rewarding and enjoyed ensuring the team worked to the best of their ability with high standards whilst under my supervision.

Varied Part Time Roles - (2012-2015)

Skills and Certifications

- **Photography:** I am a very keen and creative photographer with an A level in the subject. I own many different cameras and thoroughly enjoy getting the perfect shot.
- **IT Skills:** Able to use Microsoft software very well and have extensive knowledge and experience in social media feeds. Experience with scheduling tools such as Sprout and Hootsuite.
- **Driving:** Full, clean UK license.
- **Writing:** Extensive and varied experience in writing styles and subject matter and have written semi-professionally for online publications.

Volunteer Experience

Sea Shepherd (On Shore Volunteer): June 2015 – June 2017

Sea Shepherd is an international non-profit marine wildlife conservation organisation that aims to help protect marine life in general and to protest strongly against the slaughter of threatened species. I attended events across the North East to help raise awareness of current conservation issue, this involved approaching and talking to groups of people about Sea Shepherd's goals and work as an organisation and encouraging people to support the charity.

Referees

Ella Crockett - Curtis Gabriel – ella@curtisgabriel.com - 07936366791

Jim Rice – RNLI – jim_rice@rnli.org.uk - 07810 658072