

Amy Daniels

DIGITAL CONTENT AND MARKETING ASSISTANT

07518095962

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Liverpool

EDUCATION

MA Film, Photography and Media

University of Leeds
2022

Merit.

BA English and Comparative Literature (International)

University of Leeds
2021

2:1.

English and Spanish literature

Universidad de Málaga
2020

Study abroad year as part of my degree.

A Levels

Coleg Cambria
2017

3 A levels: English literature (B), media (B) and photography (C). 1 AS level: Classical civilisation (C).

GCSE's

Ysgol Bryn Alyn
2014

14 GCSE's (A*-B).

Certifications

- Emergency First Aid at Work (EFAW) - 3 years (expires 2026)
- Fire Marshal - 3 years (expires 2026)

SOFTWARE

Adobe Creative Cloud

- Photoshop
- Lightroom
- Premiere Pro
- Acrobat
- Illustrator

Microsoft Office

- Word
- PowerPoint
- OneDrive
- Outlook
- Excel
- Teams

Google

- Sheets
- Docs
- Drive
- Mail
- Slides
- Calendar

Canva

Google Analytics

Meta Business Suite

Mail Chimp

REFERENCE

References available upon request

ABOUT ME

Creative, efficient, and organised individual with experience in film, photography, content creation, administration and social media both through education and work experience. Keen to build my career in the film industry.

WORK EXPERIENCE

Digital Content and Marketing Assistant

Derwent fm / Nov 2022 - Present

- Lead marketing efforts for student accommodation properties.
- Develop and manage external digital channels, including social media.
- Plan, create, and schedule engaging content.
- Ensure content optimisation with a consistent brand message and tone.
- Monitor, evaluate, and report on social media performance.
- Develop social media and content campaigns to highlight key business initiatives.
- Create and distribute marketing materials for student accommodation sites.
- Collaborate with stakeholders to develop budgets and marketing strategies.
- Manage budgets using Microsoft Excel, ensuring compliance throughout the marketing process.
- Write copy for various platforms and audiences.
- Proofread documents across the business.
- Track website data using Google Analytics.
- Manage social media ads (Meta Business) and PPC campaigns (Google Ads).
- Coordinate with suppliers for marketing-related purchases.
- Raise purchase orders for external suppliers using INVU.
- Develop and update website content.
- Monitor and update the company intranet.
- Assist with bid writing for the Business Development team.

ESG Project Officer (Secondment)

- Completed a 6-month secondment with the ESG team at Places for People (parent company).
- Supported numerous ESG projects, including a large-scale carbon baselining project analysing data from over 200 entities.
- Liaised with various business areas and colleagues, including senior and executive management, to gather insights, data, and share findings.
- Developed an understanding of Environmental, Social, and Governance issues, legislation, and solutions within the social housing and property sector.
- Assisted Derwent FM in creating sustainability targets, conducting a carbon baselining project, and performing energy performance reviews with site teams.

Production Assistant and Crowdfunding Project Manager

Flight Path Productions / Jan 2022 - Oct 2023

- Conducted media outreach by identifying and contacting influencers, companies, and individuals via email or social media.
- Performed pre-production research.
- Created and distributed content, including videos, graphics, reels, and TikToks, on social media.
- Wrote and published social media posts for LinkedIn, Instagram, TikTok, and Facebook, adapting the tone of voice for different audiences.
- Collaborated with influencers.
- Scheduled posts using Meta Business Suite.
- Organised the producer/presenter's schedule, including setting up appointments and interviews.
- Assisted in interviews and meetings with the producer, including taking minutes.
- Assisted with on-set direction during filming interviews.
- Assisted with camera operation during filming.
- Wrote and proofread documents.
- Tracked outreach data using Google Sheets and Microsoft Excel.
- Project managed the crowdfunding campaign, overseeing all associated tasks.
- Set up and managed the campaign page on Indiegogo.
- Designed and distributed email campaigns via Mailchimp.
- Tracked statistics and analytics on social channels to gather data on audience engagement.
- Booked equipment and arranged insurance policies.

Script and Film Reviewer

Lift-Off Global Network / Jun 2022 - Jan 2024

- Conducted comprehensive analysis of diverse scripts, including features and shorts, evaluating key elements such as structure, plot, and dialogue.
- Assessed a wide range of visual content, including feature-length films, short films, and music videos, critiquing cinematography, writing, and production quality.
- Provided insightful reviews for scripts and films, contributing to the decision-making process for festival selections.
- Actively participated in weekly team meetings to deliberate on submissions and strategise curation.
- Efficiently handled approximately 20 submissions per week within stringent 7-day deadlines.

Assistant to Photographer

Paul Daniels Photography / Jun 2020 - Apr 2022

- Ensured all equipment was functional and packed for transport.
- Organised, unpacked, and set up equipment at various locations.
- Set up and adjusted lighting on location and in the studio.
- Served as a second shooter at weddings and events, assisting with lighting and camera work.
- Transferred images to Lightroom, catalogued, and culled prior to final editing.
- Edited images in Lightroom.
- Scouted potential photoshoot locations and venues.
- Interacted with customers and assisted with positioning during shoots.
- Distributed photos to clients via online password-protected galleries.

Article Writer

The Gryphon / Sep 2017 - Mar 2020

- Writing and editing articles to a brief and deadline.
- Generating ideas for newspaper content.
- Attending weekly meetings to discuss content ideas and breaking news stories.
- Communicating with editors and other writers about content.
- Featured on the Leeds Student Radio to discuss my article on male mental health.

Food and Beverage Assistant

Llyndir Hall Hotel / May 2015 - Aug 2018

Catering Assistant

Chester Racecourse / Aug 2014 - Jan 2017

OTHER EXPERIENCE

Shadowing 3rd AD / Runner for Nandor Fodor and the Talking Mongoose (Feature Film)

May 2022

- Work experience on set, shadowing the 3rd AD and a runner. Allowed me to gain an insight into the professional film industry. Shadowing/assisting with:
- Transporting and setting up equipment.
- Liasing with cast and crew.
- Locking off locations.
- Ensuring cast were transported to correct locations.
- Ensuring cast (including SA's) were catered for and ready on time.
- Relaying messages from the 1st AD to the crew.
- Distributing paperwork to crew.

Social Secretary for Filmmaking Society

Sep 2021 - Sep 2022

- Writing and publishing social media posts for Instagram and Facebook.
- Organising and publicising events for the society, including film screenings.
- Organising and attending weekly meetings with society members to discuss our filmmaking and upcoming events.
- Working as part of a group to create short films, meeting regularly to discuss ideas and create the film.
- Communicating with other committee members to discuss events, meetings and issues that arise.
- Being a point of contact for society members and any prospective members or other opportunities, via email, WhatsApp, and Instagram.
- Giving presentations to society members during meetings and events.

Course Representative for English and Comparative Literature

Sep 2020 - May 2021

- Talking to fellow students and gaining an understanding of any queries or suggestions they had surrounding the course.
- Communicating queries and suggestions to the appropriate staff members to ensure action was taken.
- Attending regular meetings with other course representatives of my school and discussing any issues that have arisen amongst our various cohorts.

Proofreader for Tracie Cooper-Probyn

Book: Through the Eyes of Innocence / Sep 2011 - Oct 2012