

# Emma Rogers

## PERSONAL INFO

Name: Emma Rogers

DOB: 11/05/99

## CONTACT INFO

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## FOLLOW ME

🐦 @EmmaRogersPR

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🌐 itonlyem.co.uk

## SKILLS

- ✓ Highly organised
- ✓ Conscientious
- ✓ Reliable
- ✓ Creative
- ✓ Detail orientated
- ✓ Presentation & pitching
- ✓ Research focus
- ✓ Excellent spelling and grammar

## KNOWLEDGE

- ✓ Ability to form clear strategies and tactics to achieve necessary goals
- ✓ Excellent written communication, particularly for content creation
- ✓ Forming effective and relevant press releases
- ✓ Competent use of social media platforms
- ✓ Proficient in Canva, as well as intermediate use of Adobe Photoshop, InDesign and Premier Pro

## CAPABILITIES

- ✓ Effective communication across multiple platforms and technologies
- ✓ Build strong relationships with both internal and external stakeholders
- ✓ Offer leadership in teams where required

## ABOUT ME

A Public Relations & Communication graduate from Solent University with excellent writing skills, which have been developed through content writing on a personal blog and employment experience. Recognised key interpersonal skills to go alongside a strong work ethic. Thrives in fast paced environments and loves a challenge in all aspects. Currently seeking an opportunity to grow these skills by working effectively within a team.

## HIGHER EDUCATION

➔ September 2017 – June 2020

*Solent University, Southampton, UK*

First Class BA (Hons) Public Relations & Communication

CIPR Accredited

- A key focus on group work throughout, particularly when forming detailed PR campaigns for a variety of live clients including Rolls Royce, FiveByFive, Sports Ready Clinic Kent and Minds Matter.
- Demonstrated leadership, when required, to direct other team members to ensure productivity and high quality of work.
- Confidence and verbal communication evolved through presenting and pitching campaigns to each client.
- Developed written communications through the formation of outputs for these campaigns including press releases, blog posts and feature articles, in addition to further academic essays.
- Attention to detailed research informing each element of work.
- Applied and grew skills in Adobe software to form digital assets.
- Written dissertation focussed on how social media influencers and the use of the ASA Guidelines can change their publics' behaviour.

## EXPERIENCE

➔ November 2020 - Present

*Herbert and Ward, Web & Social Media Manager*

- Update their 'Shopify' website to ensure usability, attract customers and encourage product purchases. Key focus on the design, individual page layouts as well as the written content.
- Generate engaging content by managing their social media accounts.

➔ September 2020 - January 2021

*Partnerise, Associate Consultant (Project Based)*

- Aided the director in a project consulting for a local charity.
- Attended initial meetings to assess the client's charity governance. Created a gap analysis to understand improvements that need to be made in terms of their trustees, board effectiveness and diversity. Formed a presentation and pitched our recommendations.

➔ November 2020 - November 2020

*Belle PR, Short Work Placement*

- Completed research, for various gift guides and book guides, suitable for the client to appear in. Compiled a festive pitch for a client ready to send out to journalists.
- Since engaged in online Q&A sessions with the founder, discussing the industry.

➔ June 2019 – June 2019

*Ogilvy UK, Two-Week Work Placement*

- Assembled sample packages and hampers to send off to chosen bloggers & influencers.



## UNIVERSITY EVENTS

- ✓ E-Campaign in a Day  
(2017, 2018 & 2019)  
Involved working in a team to form and implement a digital campaign within the hours of 10am – 4pm. Presented outcomes to others afterwards.
- ✓ Meet the Professionals  
(2018, 2019 & 2020)  
Listened to guest lectures from industry professionals before networking in a speed dating style with those within the industry.
- ✓ Crisis Simulation  
(2018, 2019 & 2020)  
Prevented a theoretical crisis from escalating through social media and other channels. Worked as a team and presented methods and findings at the end of the day.



## ACHIEVEMENTS

- ✓ Runner up as PR Place's 'UK's Best PR Student Blogger 2020'
- ✓ Runner up in CIPR Wessex Solent PR Prize 2020
- ✓ Won the best pitch for FiveByFive client at University
- ✓ Won best group at the E-Campaign in a Day event at University in 2017 & 2019.

## HOBBIES & INTERESTS



Blogging



Baking



Travelling



Reading



Music



Photography

- Researched and created a stylist quote on behalf of a client for publishing in The I.
- Made phone calls to many publications to find out important print deadline dates and entered the data into a spreadsheet.
- Clients included TK Maxx & Homesense, Johnson's Baby, Aveeno Baby, Ford and Google.



May 2019 – May 2019

*Grayling Southampton, Two-Week Work Placement*

- Researched suitable bloggers & influencers for individual clients and campaigns.
- Wrote multiple press releases and adapted the tone for each client.
- Tracked media coverage and entered the data into a spreadsheet to send off to a client.
- Clients included HSBC, Marks & Spencer Food & Gunwharf Quays.



September 2018 – January 2019

*Steadfast Collective, Content Creator (Part Time)*

- Scheduled & created visual and written content for three social media accounts across Instagram, Twitter and Facebook.
- Composed blog posts for the company website including summaries of its monthly podcast.
- Aided with occasional campaigns through original idea formation, research, social media planning and implementation.



May 2016 – March 2017

*AFC Media & Publicity, Office Junior (Part Time)*

- Contacted both press and radio companies, through email and telephone, requesting them to promote a country music artist.
- Compiled press releases to then send out to journalists.
- General office duties including transcribing and photocopying.



## VOLUNTEER EXPERIENCE



June 2020 – Present

*The Life Café Project, Content Creator*

- The project is a response to the Covid-19 pandemic, providing homecooked meals to vulnerable people in the community.
- Regularly create graphical content, manage their social media pages, take photos within the Café and update their website when required.



March 2018 – March 2020

*Solent Christian Union Society, Vice President of Events & Publicity*

- Aided the President in logistical elements to run a successful society (i.e. risk assessments, communicating with the Students Union).
- Regular planning for both weekly and seasonal events.
- Managed and created content for the society's social media pages. Launched campaigns to create awareness around upcoming events.



## SECONDARY EDUCATION

*Cornwallis Academy, Kent, UK*



September 2015 - July 2017

A2 Levels in Media Studies, Applied ICT and Geography



September 2010 - July 2015

GCSE's, ten graded A\* to C including Maths and English