

clairebingham.co

Social marketing & communications

CV



Email: clairelbingham@gmail.com | Mobile: 07970 828299 | Based in: Broadstairs, Kent

Profile:

I am a creative and innovative social marketing and communications consultant with a passion for crafting compelling communications that help businesses and nonprofits amplify their impact.

With over 15 years of experience in branding and creative agencies and 8 years diving deep into the dynamic world of social media, I'm your go-to expert for conquering the complexities of social platforms. I specialise in transforming brands, crafting killer social and content strategies, and bringing them to life with engaging content and seamless delivery. Let me help you navigate and leverage social media to achieve your goals effectively.

Key Skills:

- Proactive and enthusiastic collaborator
- Excellent communicator
- Strong project management and production experience
- Social Media trainer (I worked with social enterprise Digital Mums - upskilling thousands of women with vital digital skills.)
- Content creation: Canva and video animation skills to create on brand, dynamic messaging that assists with generating awareness

Career History:

Freelance Social Marketing & Communications Consultant // **clairebingham.co**

January 2024 - present

Working with Female Founders to develop their professional image and online presence including brand strategy, personal branding, bespoke social strategy, content creation and profile optimisation to ensure their personal branding and social marketing efforts align with their career goals.

- Sarah Monk - Materially Speaking podcast
- Alaina Crystal Ltd - Strategist and Coach
- girlhike - founded by Alaina Crystal

October 2023 - January 2024

Mama to Mama - Baby bank charity

Thanet's first and only baby bank, supporting vulnerable babies and families across Thanet.

- Design and developed their communications strategy and implemented their social media crowd funder campaign that raised over £25,000 in 5 weeks
- Working with their new brand identity, developed the content strategy and content creation in the form of compelling brand videos, to disseminate on their relevant channels
- Identified key community stories to share and influencer engagement opportunities to highlight what Mama to Mama do, including connecting with The Royal Foundation Centre for Early Childhood and their #ShapingUs campaign.
- Channel and community management
- Email marketing set up for promotional emails
- Supported the Founder and Bid Manager in applying for match funding from Aviva which meant that every pledge and donation towards the crowd funder was doubled.
- Provided content strategy and creation training for the internal team to take forward into 2024.

August 2023

NURTURE You

A therapy practice founded by Sophie Burch offering a variety of therapies and coaching to nurture you through life's challenges.

- Developed the brand and social strategy for Nurture You.
- Devised the name, logo design and brand elements to be used across communications.
- Created an online suite of assets, created in Canva for the founder to take forward and use on social media, website and newsletters.

British Council - Five Films for Freedom

Five Films for Freedom is an online celebration of global LGBTQIA+ themed short films from around the globe, making them available for the world to watch for free for 12 days in partnership with BFI Flare: London LGBTQIA+ Film Festival

Collaborating with branding agency Alphabetical:

- Responsible for devising all the written and visual assets required for the 'Social Media toolkit' and guidelines for the Five Films for Freedom festival.
- These content guidelines were shared across a global team of partners in over 100 countries, including use for socials, websites, newsletters and their internal brand hub.
- Five Films selections have been viewed by over 23 million people watching in more than 200 countries and principalities since its inception.

2022

I co founded a content creation and social media agency called coBolt. We offered social management support, bespoke gifs and content packages for start ups to help them bring their brand story to life on social media.

Fashion Scout

An award winning international consultancy and platform, empowering and showcasing the future of fashion. Five month contract.

- Devised and implemented a social campaign to clearly communicate what Fashion Scout do and how they can support pioneering talent from around the world.
- Created a clear positioning as experts in their field by sharing their expertise as dynamic and useful created content.
- Channel and community management.
- Social listening & feedback including research of my clients sector, key trends and key competitors Monitor impact of activity by analysing metrics of each platform
- Increased followers on Instagram from 53k to 78k in 5 months.
- Over February Fashion Week, the Fashion Scout content reached on average 80,000+ accounts, 115,000+ impressions per post. A winning combination of dynamic content and ad strategy.

2018-2022

Social media marketing consultancy and support for multiple businesses listed here as:

The Future Mapping Company (2019 - 2022) | Musical Dots | Blip Publishing | Department Store For the Mind | b.cabinetry | Ten Hides Distillery | Digital Mums | Edge Retreats

Previous experience:

2016 - 2018 - Social Media Management Trainer - Social Enterprise: Digital Mums
2015 - 2017 - Marketing + Comms Manager - Furniss & May Interior Design Agency
2016 - Freelance Social Media Manager - Social Enterprise: Digital Mums
2013 - 2014 - Freelance Account Director - Jack Renwick Design Studio
2005 - 2012 - Associate Director - FOUR IV Design Consultants
2003 - 2005 - Project Director - The Partners - WPP - Now Design Bridge & Partners
2000 - 2003 - Producer - Digit

Education:

2015 - Digital Mums Strategic Social Media Marketing course
1993-1996 - Nottingham Trent University - 2:1 (BA Hons) Design Management

About Me:

I live in Broadstairs on the Kent coast with my family. I really enjoy collaborating with others, working towards shared goals that have meaningful impact on both their business and the wider community to drive real change.

Testimonials:

"Claire is an absolute joy to work with. From our initial conversation, she has taken the time to hear exactly what the ambition and impact is of the brand could be, and has been a real steward of shaping girlhike into something that is both playful and grounded at the same time. I really appreciate her willingness to take on board feedback around the visual directions and come back with stunning ideas that really bring the brand to life. Her proactive ideas of how to keep the message salient in a competitive social landscape are super smart, from creative concepts to direct engagement with warm leads, leading to a sellout girlhike with weeks to go. I simply love working with her." **Alaina Crystal, Founder of girlhike**

"Claire is one of the most magnetic people I know, this is reflected in her networking ability in person and digitally, having a natural ability to connect and grow relationships. She is extremely diligent professionally, excellent at taking a brief and delivering beyond your expectations. Her tone of voice and copywriting for social media has always been on point and on trend, she researches the market and always delivers engaging content! My social media account has been brought to life over the past few weeks with engaging content and a huge increase in followers. She has helped and supported me with campaign planning and the wider strategy for Mama to Mama, even securing me a spot on local radio to promote the campaign." **Jayne Furniss, Founder - Mama to Mama UK.**

"Massively experienced with a complete understanding of all things social, Claire has given our brand a human element that was missing and in doing so doubled our followers across the board. Her experience gives her the confidence to communicate directly with other brands and influencers and has in a short time grown our community to a level that we could not have dreamed of. We cannot recommend her more highly." **Marcus Kirby, Founder - The Future Mapping Company**

"We have been blown away by the creativity and professionalism. Having quite a complex business structure and with so much to say they helped us to find engaging ways to communicate about our brand and what we do - thus resulting in great increase of following and engagement in a very short time. A pleasure to work with and highly recommend to any business!" **Billie & Martyn Roberts - Founders - Fashion Scout**

Recent examples of work: [Review here](#)

