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SUMMARY

A highly organised, creative and diligent social media, public relations and communications professional with more than five years' experience of working in the communications industry.

A strong user of Adobe Photoshop, Premiere and InDesign for graphic and video content, also highly proficient with Microsoft Office programs and content management systems, with excellent ability to write concisely, creatively and accurately and use social media effectively in the digital landscape.

KEY SKILLS

- Adobe software
- Google analytics
- SEO & PPC marketing
- Copywriting
- Microsoft Office
- Social media marketing
- Email marketing
- Public relations
- Website management

EMPLOYMENT HISTORY

Directly Related Work Experience

PR/Digital Communications Assistant The British Horse Society October 2016 – January 2017
(Fixed term four-month contract)

- Implemented social media strategy for Facebook, Twitter and LinkedIn, and produced digital content reports using Google Analytics at the end of each week
- Managed BHS email marketing using ekmResponse, sending monthly e-newsletters
- Handled press enquires in person, over the telephone and via email in a calm, proactive manner
- Drafted press releases and editorial copy for trade magazines and local/national media outlets
- Sub-edited and uploaded content to the BHS website using the Sitecore content management system
- Logged and filed media coverage from Meltwater, trade magazines and national newspapers, reacting with statements where necessary

Press Officer & Club Marketing Assistant Fleetwood Town Football Club July 2016 – August 2016
(Voluntary) September 2012- May 2014

- Wrote important press releases including a managerial resignation, a managerial appointment and for club events and ticket stories, liaising with key stakeholders at the club daily
- Managed and updated the club website and social media platforms (Twitter, Facebook, Instagram, Vine, Snapchat, LinkedIn)
- Designed and edited 24-page matchday programmes to tight deadlines using Adobe InDesign and liaising with an external printing company
- Designed graphics and created videos for use across the social media channels, club website and in the matchday programme, using colours, images and fonts to reflect the Fleetwood Town brand

