



Millie Hinchliffe

Digital Manager

📍 London, UK

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Links

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Languages

English (Native)

About

British Citizen; New Zealand Citizen I have recently relocated from New Zealand to the UK to further my career within the digital sector. I am a target-driven Digital Manager looking for a challenging, growth oriented position. Adept at developing solid partnerships, cementing public support and working as part of a team, I have proven success in campaigns, social media, website and event management.

BRANDS WORKED WITH

AMG-Group

LADBIBLE NEW ZEALAND

PPR

SCG Media

We Are Futures

Experience

● DIGITAL MANAGER

LADBIBLE NEW ZEALAND | Aug 2022 - May 2023

At Ladbible New Zealand, I was in charge of managing the New Zealand social presence across Instagram, Facebook and Tiktok posting 5-10 posts a day across all company sites. Curate content calendars across all social media platforms have grown the organic following and engagement on all channels by a total of 45%. Creating original content using Canva, Photoshop & Premier Pro. I work closely with the editorial team, producing both compelling news and entertainment articles for the website. Pitch stories to the editorial staff and follow up on sources, contacts and leads to generate a story.

● DIGITAL PRODUCER

SCG Media | Jul 2021 - Aug 2022

I worked as a Digital Producer for Good Magazine, managing both the magazine's social media pages and the website. I was in charge of creating engaging social media content to generate more clicks onto the website and also create engaging and interesting content for the website which stays true to the magazine's ethics and pillars. I worked closely with clients, creating content for them to go live in the magazine, on social and on the website. I managed marketing plans and wrote monthly reports on how the campaigns were performing. I constantly kept on top of social media and digital trends and came up with ideas to grow our audience. I also created and scheduled weekly EDMs that went out to Good's database every Sunday, promoting the top stories of the week and sharing the social content we wanted to reach a wider audience.



● SENIOR ACCOUNT EXECUTIVE

AMG-Group | Nov 2019 - Jul 2021

I worked as a Senior Account Executive managing multiple projects and tasks simultaneously whilst meeting client expectations. Working across numerous brands, I developed story angles, press releases and marketing materials. I also constructed engaging content for various platforms across social media and news media, and engage with followers in comments, monitoring activities and researching trends. I contacted key news, print and trade media as well as key influencers to enhance exposure and deepen our company's relationship with the media outlets. I was also in charge of planning and managing budgets for campaigns, keeping on track with our given time and budget. I looked after multiple social media profiles for clients, ranging from posting content to community management.

● INTERN PPR

PPR | Jun 2018 - Oct 2018

I worked one day a week at PPR, interning for them as a PR Account Executive. While there I learnt the basics of being a PR professional, as well as working in a team environment. Within the role, I learnt how to write media releases, monitor and create social media and media content. I

was in charge of the Emirates client by collecting weekly clippings for the brand and helped with the launch of the Haagen-Daze ice cream.



● Senior Digital Marketing Executive

We Are Futures | Oct 2023 - Now

- Managed multiple client initiative campaigns through email marketing, social media, influencer marketing and Google ads
- Create and post both paid and organic social media posts
- Monitor how digital campaigns performed and make weekly and monthly reports Create digital strategies by activity staying up to date with the latest digital and social trends
- Manage campaign budgets and create comm plans accommodating to said budgets
- Create design briefs for the in-house design team
- Copywriting for client email campaigns

Education & Training

2017 - 2023

● AUT University

Bachelor of Arts in Communication, Public Relations