



Rachael Sadler

I Speak Social. Creative Thinker, Strategic, Data-Driven Performance Marketing Social Lead

Birmingham, UK

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Languages

English (Native)

About

I speak digital & social: X, Facebook, Instagram, LinkedIn, Snapchat, TikTok, YouTube, Threads, Pinterest, Search. You name it – I have in-depth knowledge of current, and new, top digital marketing strategies & social platforms.

I am a creative thinker, strategic, data-driven performance marketing lead with 12 years of experience leading multi & omnichannel digital & social channels, creating & implementing a global strategy.

2x Social media following in 6 months. 6x engagement rate, 15x views in 12 months.

Hands-on experience in Paid Search, Paid YouTube, Paid Social, and other paid channels

Extensive experience developing and executing social media strategies across various platforms.

A problem-solving mindset that knows when to leverage data or creatives to improve campaign and long-term performance

Managing complex and multi-faceted campaigns with a strategic and adaptable approach

I'm passionate about social media both professionally and personally. I constantly create content in my own time to keep my skills up to date and explore new possibilities.

Social media, when done right, creates brands of the future.

BRANDS WORKED WITH

- WAGO UK & Ireland
- Rachael Sadler
- Next
- Ada's Attic Vintage
- Ted Baker
- Rachael Emma Styling
- H&M
- Gucci
- The Doll

Experience

● Social Media Manager

WAGO UK & Ireland | Oct 2022 - Now

A highly skilled and experienced Social Media Manager who 2X follower numbers, 6X engagement rate & 15X views in 12 months. Responsible for developing and implementing comprehensive social media strategies across multiple platforms. Holding a pivotal role in elevating brand presence, engaging our audience, and driving business growth through innovative social media initiatives.

MAIN RESPONSIBILITIES:

Content Strategy Development: Collaborate with the marketing team to develop robust content strategies tailored to each customer segment ensuring alignment with overall brand objectives and messaging.

Content Creation: Produce high-quality, engaging content including photos, videos, and written copy.

Oversee all aspects of social media management, including content scheduling, community engagement, and customer service across various platforms such as Meta, Twitter, LinkedIn, YouTube, TikTok & more.

Brand Advocacy: Cultivate and nurture relationships with influencers, brand ambassadors, and loyal customers to amplify brand advocacy and increase brand awareness.

Campaign Development: Conceptualize and execute social media campaigns and promotions to drive sales and generate excitement around special events and campaigns.

Monitor social media analytics and track key performance metrics to measure the effectiveness of campaigns, identify areas for improvement, and provide regular reports to stakeholders.

Constantly staying up to date with emerging trends, tools, and best practices in social media marketing to continuously innovate and optimise strategies.



● Marketing Manager

Ada's Attic Vintage | Mar 2012 - Sep 2022

Increased website sales YOY to date by 67%, with 46% attributed to social media marketing, paid & organic. 21% attributed to SEO & copy-writing.

Paid Instagram campaign results saw an increase of 84% in reach, 77% in impressions, and a 50% increase in website traffic. This saw a 581% increase YOY in sales, 18% increase in conversion rate, 69% increase in website sessions, 241% increase AOV. Budget £3 over 7 days.

Paid TikTok campaign results saw an increase of 9.67% in views, likes 16.67%, and comments >999%. This resulted in a 7% increase in YOY sales, 2% increase in conversion rate, 12% increase in website sessions & 7% increase in AOV. Spend £3 over 7 days.

Paid Pinterest campaign with 19,517 gross impressions, achieving a 573% increase in sales attributed to marketing, 143% increase in AOV & 72% increase in website sessions with a daily budget of only £1 over 30 days.

Paid & organic, to gain on average 100k monthly engaged Pinterest profile views.

Google Ad campaign, clicks 1.82k, 380k, CPC 13p, CTR 0.48%. Which saw a 35% increase in website sessions, 262% increase in sales, 20% conversion rate increase, 158% AOV increase & 75% order increase. Ad spending total was £243 over 51 days.

Featured in Meta (Facebook) small business "Good Ideas Deserve to Be Found Campaign".

Spoke at a 2020 Meta-hosted marketing event.



● Content Manager

Ada's Attic Vintage | Mar 2012 - Sep 2022

10 years of experience in creating content for social, comms, PR, product, and marketing.

Naturally creative with the ability to come up with fresh new ideas to create engaging brand content, including filming, video & voice, and editing.

Excellent communication and the ability to work across multiple accounts seamlessly and professionally.

Content planning and scheduling skills using Hootsuite.

Able to conceptualise and develop strong content strategies, working to increase the visibility & voice of the brand, whilst adhering to company values.

An experimental approach to creating platform-relevant content, Featured on BuzzFeed and created trending organic content on TikTok.

Created & edited content for the branded podcast, YouTube, and all social media channels.

Consistently watching for new emerging social media trends & platforms to see where the under-priced attention is.



● Ecommerce Manager

Ada's Attic Vintage | Mar 2012 - Sep 2022

10 years of experience in managing the Shopify e-commerce platform.
Web design, functionality, UX, SEO, branding.

10 years B2C & 6 years B2B e-commerce experience.

10 years of experience working across 3 marketplaces, with growth seen every year across all channels.

Proficient in data analysis of web traffic, working with spreadsheets, Google Analytics, Adwords, Meta For Business, and SAAS gathered data.

Managed e-commerce store that has shipped to 35 countries, proficient in exporting & international trading rules.

Self-starter & natural entrepreneur

Certificate in Google Analytics.

Education & Training

2005 - 2008 ● **Birmingham City University**

2.1,

2005 - 2006 ● **Central St Martins**

Fashion Drawing School,

2002 - 2004 ● **New College Nottingham**

HND,