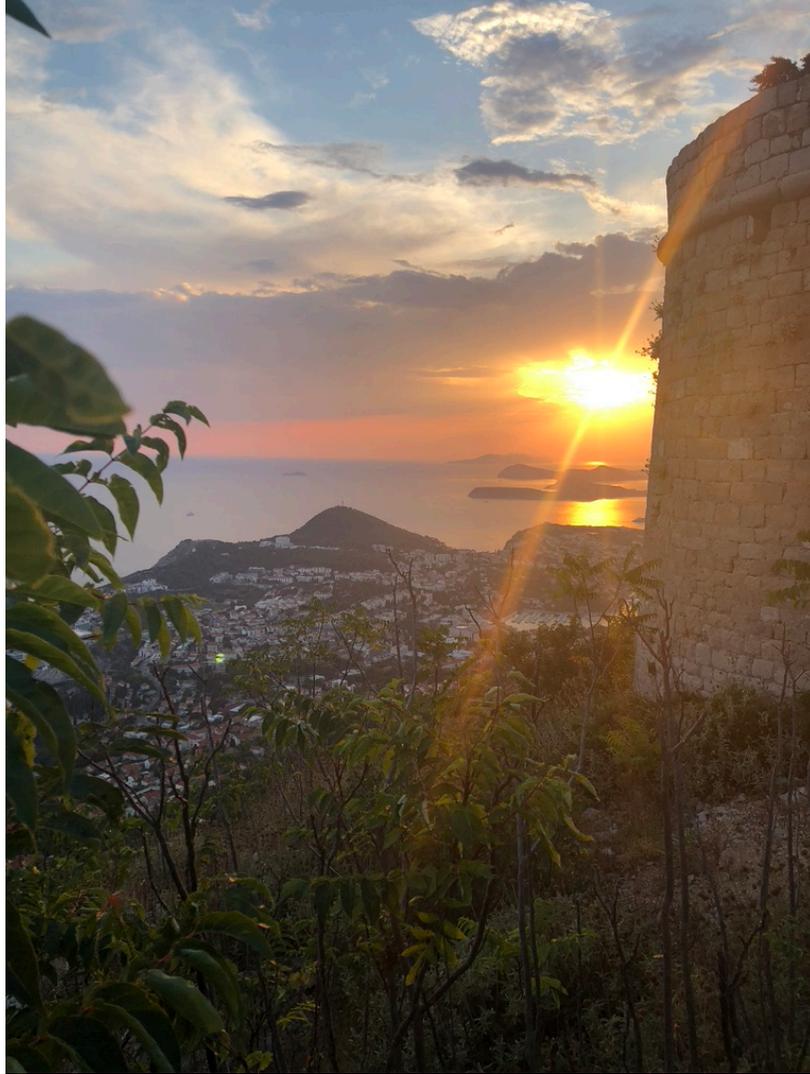




EMMA CANEY

MARKETING, EVENTS AND SOCIAL MEDIA PORTFOLIO

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ABOUT ME

I am a recent graduate from the University of Greenwich having achieved a First Class Degree. I studied Advertising and Digital Marketing Communications BA Hons whilst balancing a part-time job, Chairlady to the UOG Hockey Club and Sport Executive Committee for the University. I am currently working at The Coach and Horses as Social Media Coordinator. I am searching for marketing, event planning and social media opportunities to further my skills and experience professionally.

My background and experience is predominately in higher education and sport but since creating my own illustrations business, I have excelled in social media and content creation.

This portfolio contains examples of my work, the social media accounts I run and the events I have planned and executed.



designedbycaney

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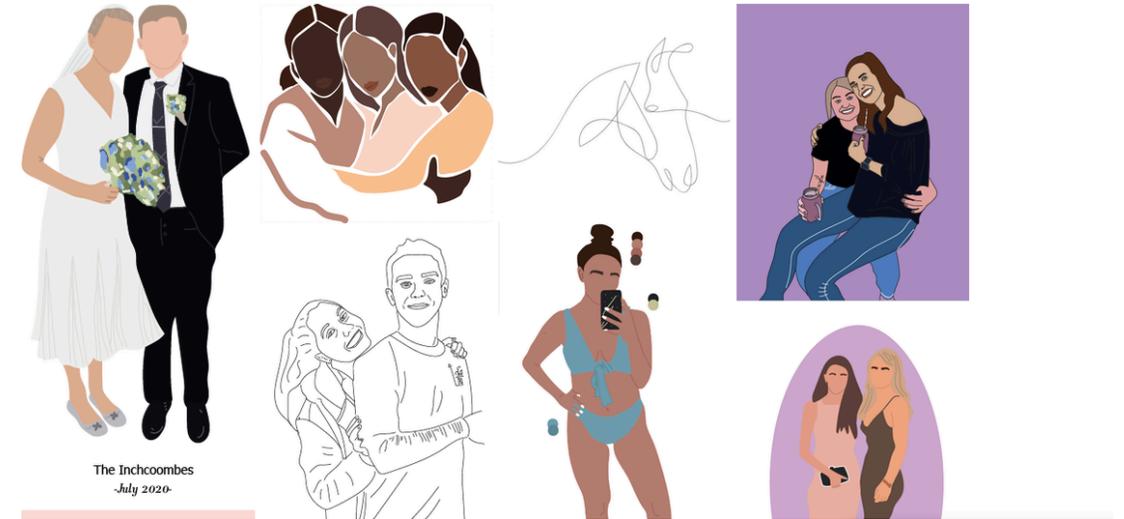
My Work

Comissioned Work

Store

Pricing

Contact



@designedbycaney

Throughout the first lockdown, I wanted to learn a new skill. I bought a Wacom Tablet and started to create personalised illustrations for my friends and family. They quickly posted my work on different social media platforms and recommended I created an Instagram dedicated to my art. Very quickly @designedbycaney was born and it grew to over 300 followers and was fully booked with personalised art designs for weeks. I volunteered to design work for various small businesses which quickly grew to having 3 other businesses asking for my work and guidance. Originally I asked for customers to donate to their chosen charity in return for an illustration and as that grew rapidly, I began to charge for my artwork. I decided to create a website on Wix.com, where customers and future job prospectors are able to look at my art work. Using SEOs, keywords and KPIs, I was able to ensure my website was placed on the first web page on google. Please see my website www.emmacaney.com

@designedbycaney Christmas Cards

This Christmas I created and sold Christmas cards via Etsy. All cards designs were created on Adobe Illustrator and printed on high quality paper. I created 15 different individual patterns/ designs that were sold as 3 different bundles. All bundles sold out within a month of being online.



DesignedByCaney

DesignedByCaney

On Etsy since 2020

24 Sales | ★★★★★

Edit shop

Favourite shop (2)

Items

Search items



All

1

Contact shop owner



CHRISTMAS CARDS and ENVELOPE...

£8.00 | FREE UK delivery

24 Sales

2 Admirers





@uoghockey

Throughout my time at university, I was heavily involved in the University's Hockey Team. I was the Chairlady in my final year and ran the clubs Instagram account using Canva and Hootsuite. We had 3 teams which played every week against other universities, it was my role to ensure all the finances where up to date, the social media was constantly updated and engaged, and the club ran smoothly. Included in this portfolio are graphics and various campaigns I created.

FRESHERS 2019 AND TASTER SESSIONS 2019

RECRUITMENT

Throughout summer, the committee communicated via private means so come September, all the social media posts have been created and posted for all the new students coming to university. I created a couple simple and informative Instagram posts for all the new recruits.

TASTER SESSIONS

Taster sessions are put into place for new recruits to meet the current team and have a go at playing hockey. We created taster sessions posters to ensure new recruits would know where to go on the correct day.

FRESHERS SOCIAL OUTTING

As a committee we created a social outing calendar to ensure everyone had a jammed pack and fun week to integrate with the current team.

RESULTS

As a result of all the social content posted, over 60 new recruits came to the taster session and all new recruits came on social nights out with us. I believe this is due to the constant engagement on our social media channels.

UOG HOCKEY CLUB JOIN US TODAY!

CLUB OF THE YEAR 2019!!

Whether you've played before or never at all, **UOG Hockey** is the perfect place for you! You'll make new friends and keep your fitness up whilst playing Hockey!

We have three amazing teams: **Men's**, **Women's** (League Winners 2018/2019) and **Mixed!** So come get stuck in, we cannot wait to meet you all!



TRAINING	MATCHES	SOCIALS
Every Monday @ Avery Hill Campus 6-8:30pm	Mens & Women's- Wednesday Mixed- Sunday	Every Wednesday after matches, pres followed by Team Greenwich night out



Scan on Snapchat and become part of our family!



UOG HOCKEY TASTER SESSION!

WEDNESDAY 25TH SEPTEMBER
3:00PM - 5:00PM
AVERY HILL 3G PITCHES

HOCKEY WELCOME EVENTS

WEEK 1

- SATURDAY 14TH- FIRST SOCIAL @ LOWER DECK
- TUESDAY 17TH- AVERY HILL WELCOME FAIR- SOCIAL @ XOYO
- WEDNESDAY 18TH- MARINERS FRAT PARTY @ BELUSHIS
- FRIDAY 20TH- GREENWICH WELCOME FAIR- ZOO PARTY @ LOWER DECK
- SATURDAY 21ST- COLOUR RUN @ AVERY HILL
- SUNDAY 22ND- ROAST DINNER RECOVERY

WEEK 2

- TUESDAY 24TH- IKEA TRIP
- WEDNESDAY 25TH - TASTER SESSION- SOCIAL- THEME- MEAN GIRLS @ LOWER DECK
- THURSDAY 26TH- COMEDY NIGHT @ UP THE CREEK- PRES @ SPOONS
- FRIDAY 27TH- HARRY POTTER /HOCKEY FUNDAY@GREENWICH
- WEDNESDAY 2ND OCTOBER- FRIENDLY HOCKEY GAME THEN CHARLTON ATHLETICS GAME @7.45
- WEDNESDAY OCTOBER 3TH- RUGBY BOAT PARTY-PRES TRC

MONDAY 23RD- MEET AND GREET 6.30 @LOWER DECK

Insta- @uog_hockey

WELCOME FAIRS
Avery Hill- 17th Sept
Greenwich- 20th Sept

TASTER SESSION
Wednesday 25th
Sept @ Avery Hill

HOCKEY MEET AND GREET

MONDAY 23RD
LOWER DECK
6.30

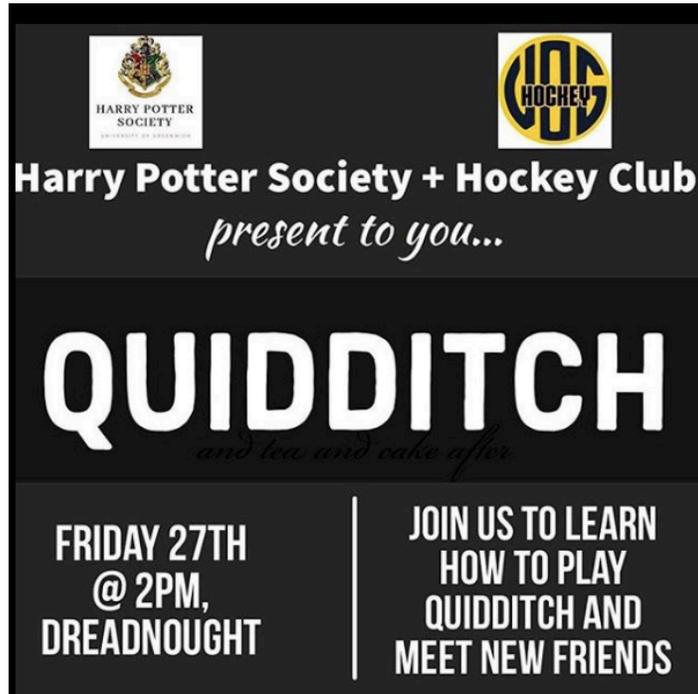
MEET OUR CURRENT TEAM AND GET TO KNOW HOCKEY

MEET THE COMMITTEE



We posted "meet the committee" on Instagram in the hopes of new student recognising the committee around campus and could talk to them about anything they wanted. This resulted in all the captains being approached and asked about matches and training sessions. Our women's captain also conducted smaller training sessions for recruits who where not confident yet.

EVENTS I HAVE PLANNED



Myself and the president of the Harry Potter society coordinated for a Quidditch training session with professionals. I contacted Quidditch England who kindly accepted to help us run a session free of charge. Despite the rain, the training session was very popular with over 30 people coming to try it out and requesting another session in the dry! I believe this is due to the handing out of leaflets and posting it over all social media channels.



In my second year of university, I organised The Big Red Nosed Quiz for UOG Hockey Club which raised £150. I ensured we had booked the social room in our SU bar, created the quiz and answer sheets and presented with a friend. The quiz was a big success and raised money Red Nose Day.



In March 2019, I organised an excellent comedy event for Comic Relief which raised £350. I coordinated the location, drink tokens at our university bar and advertised the event on social media. It involved six comedians performing in front of 200 students and staff members and two full-time staff members waxing their legs by the audience. Many different posters and social media content to engage everyone and get a large audience.

MACMILLAN CANCER SUPPORT BAKE SALES

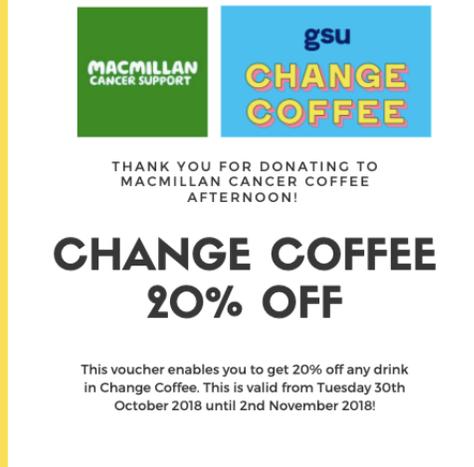


Bake Sale

TUESDAY 30TH OCTOBER
DREADNOUGHT BUILDING/ 1PM- 5PM

HAVE YOUR
CAKE
AND EAT IT

For the past four years, I have organised and held several bake sales at various locations. I have raised over £600 for Macmillan Cancer Support and aim to carry on raising money for them every year.

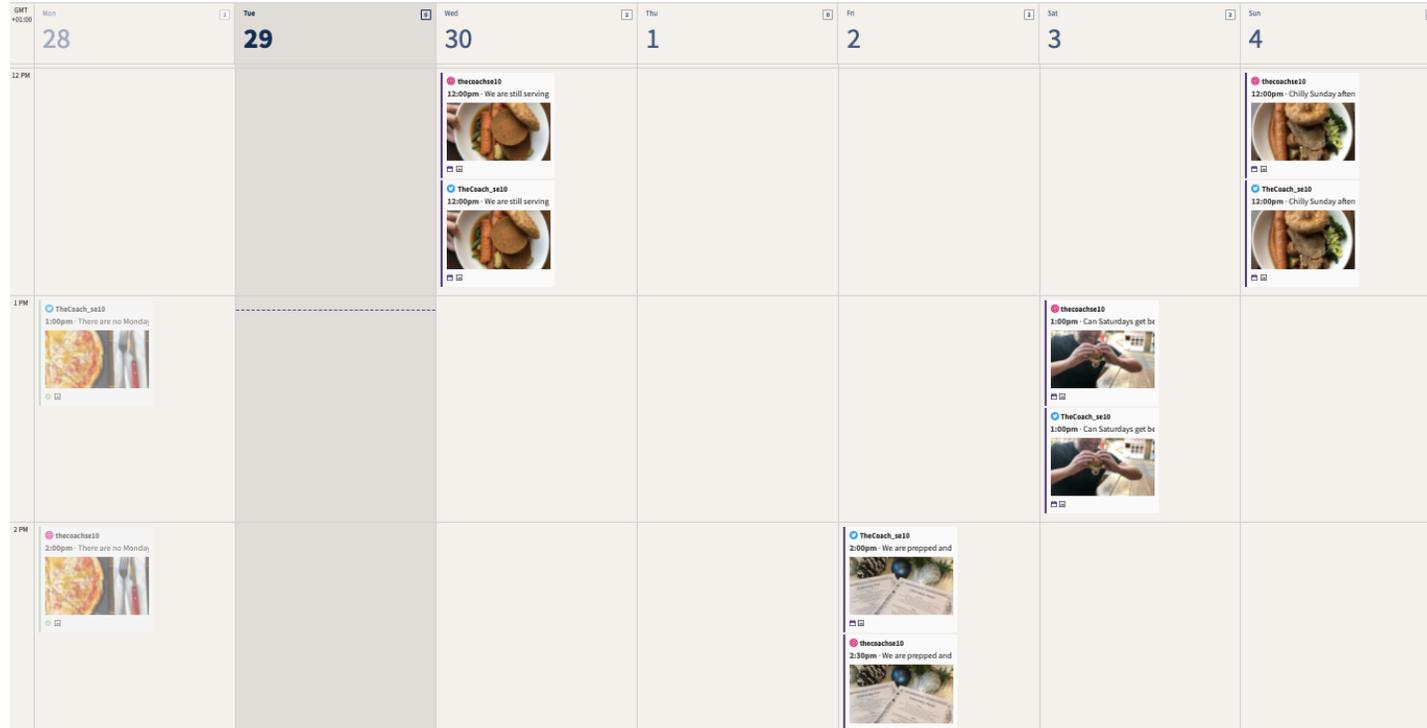


In 2019, I coordinated the bake sale in our university main building and liaised with our SU coffee shop to give a discount to students who have donated to the charity. I created several different social media contents and posted them online as well as giving out free copies to students and staff. Students also offered to bake cakes for donations as well. The bake sale raised over £200 in 5 hours which I was very happy about.

I joined the Coach and Horses team as their Social Media Coordinator (SMC) as well as front of house team member. It is my role to ensure that pictures are regularly posted on Instagram, Twitter and Facebook and the website is constantly updated. I take all the pictures posted and schedule them on Hootsuite to post daily. I plan the social media content on Google Sheets, so the team are kept up to date on what is being posted online.

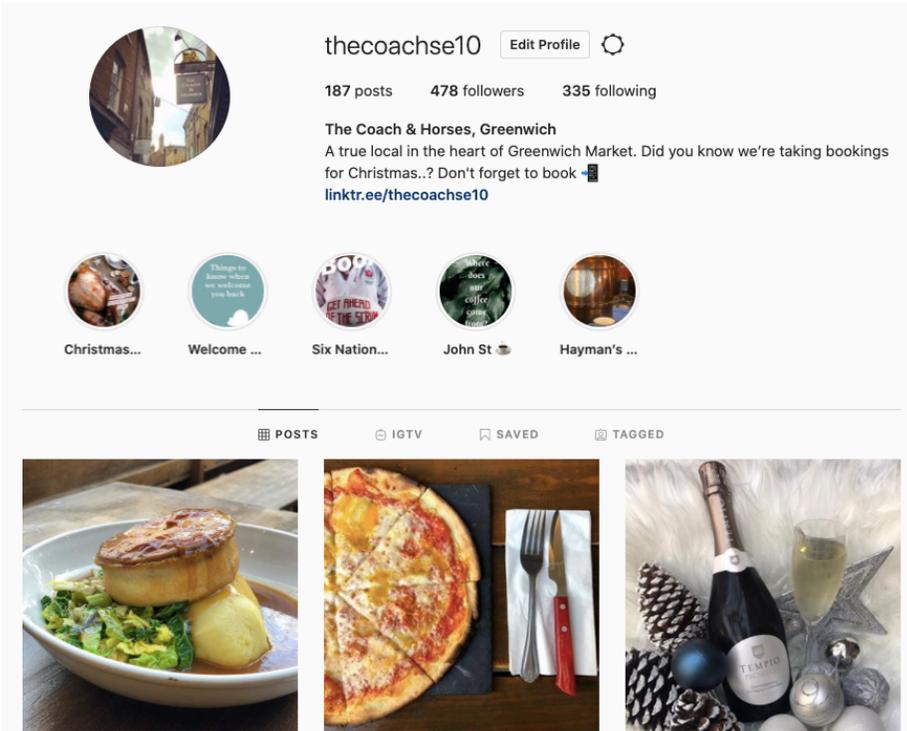
I was also given the task of Christmas Coordinator which involves me planning events and posts for Christmas to ensure a successful turnaround for the pub.

SEPT						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
14th ROAST SEPT	15th ROAST SEPT Someone pouring a camden hells WED 16th	16th ROAST SEPT	17th ROAST SEPT Youngs Pint for 17th birthday! Dan to post	18th ROAST SEPT FRIYAY with prosecco boomerang (on FB and Twitter)	19th ROAST SEPT Reminder about Sundays Roasts-story Vegetarian roasts post Someone to post a roast on sat	20th ROAST SEPT Fish and chips sunday "Fish and chips Sunday" (on insta, FB, Twitter)
21st ROAST SEPT	22nd ROAST SEPT Orchard Thieves with apple drop Will post directly from phone as looks weird online	23rd ROAST SEPT Wine picture with camembert. (Fb, insta and twitter)	24th ROAST SEPT "A month today until the Rugby 6 six nations starts. Book your table of 6 today to enjoy the Rugby at your local friendly pub!" (On insta, fb and insta)	25th ROAST SEPT Post pork for the roast FB, twitter and Insta	26th ROAST SEPT Burger and camden hells insta, twitter, fb	27th ROAST SEPT Booking christmas meal/ parties are now available
28th ROAST SEPT "There are no Monday blues with our 4 cheese pizzas!"	29th ROAST SEPT Dog friendly pubs	30th ROAST SEPT Roast vegan Insta, twitter and	1st Guinness	2nd Christmas menu available on the menu	3rd Picture of the outside atmosphere	4th Roast Beef Insta, twitter and fb

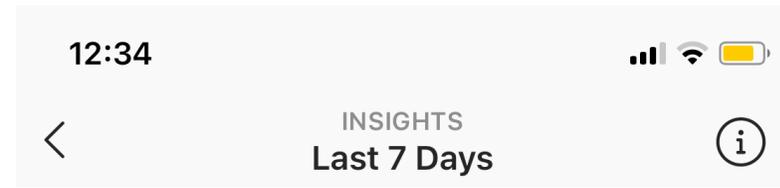


GMT +01:00	Mon 28	Tue 29	Wed 30	Thu 1	Fri 2	Sat 3	Sun 4
12 PM			@thecoachse10 12:00pm - We are still serving 				@thecoachse10 12:00pm - Chilly Sunday aftern 
1 PM	@TheCoach_se10 1:00pm - There are no Monday 					@thecoachse10 1:00pm - Can Saturdays get be 	
2 PM	@thecoachse10 2:00pm - There are no Monday 				@TheCoach_se10 2:00pm - We are prepped and 		

THE COACH AND HORSES GREENWICH INSTAGRAM



When starting my position as SMC, I looked at all the insights on Instagram and set a goal of 5% increase on Content Interactions, 5% increase on accounts reached and reach 500 followers by the end of October (1 Month). The following weeks, I have set a goal for a continuation of 5% increase each week.



Recent Highlights

You reached +9.3% more accounts in the last 7 days compared to Sep 15 - Sep 21.

Overview

423	Accounts Reached	+9.3%	>
156	Content Interactions	+4.6%	>
478	Total Followers	+2.3%	>



THE COACH AND HORSES GREENWICH FACEBOOK

When starting my position as SMC, I looked at the engagements on Facebook and set a goal of 5% increase viewers, each post to reach 30 people organically and reach 700 followers by the end of October (1 Month). The following weeks, I have set a goal for a continuation of 5% increase each week.

 628 followers

 12K were here +9 this week

 138 post reach this week

 5 video views this week

1 week into the position

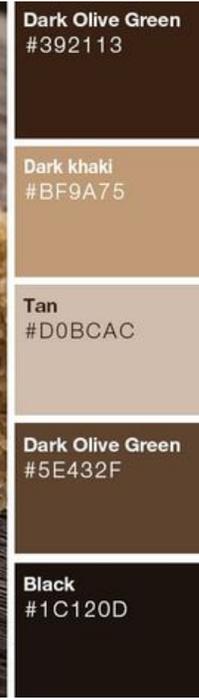
<input type="checkbox"/>		Sunday has finally arrived, and what bette...	57 People reached	0 Post engagements	27 September 2020 at 10:20	Public
<input type="checkbox"/>		See you tomorrow and start your Sunday ...	66 People reached	1 Post engagements	26 September 2020 at 19:30	Public
<input type="checkbox"/>		Sunday's calls for a roast, so why not co...	50 People reached	3 Post engagements	25 September 2020 at 15:30	Public
<input type="checkbox"/>		We've been so happy to welcome you ba...	71 People reached	3 Post engagements	24 September 2020 at 18:11	Public
<input type="checkbox"/>		A month today until the Rugby six nation...	65 People reached	6 Post engagements	24 September 2020 at 13:00	Public
<input type="checkbox"/>		Camembert and our La La Land red wine...	88 People reached	5 Post engagements	23 September 2020 at 14:00	Public

I schedule posts on Facebook as well for the upcoming weeks

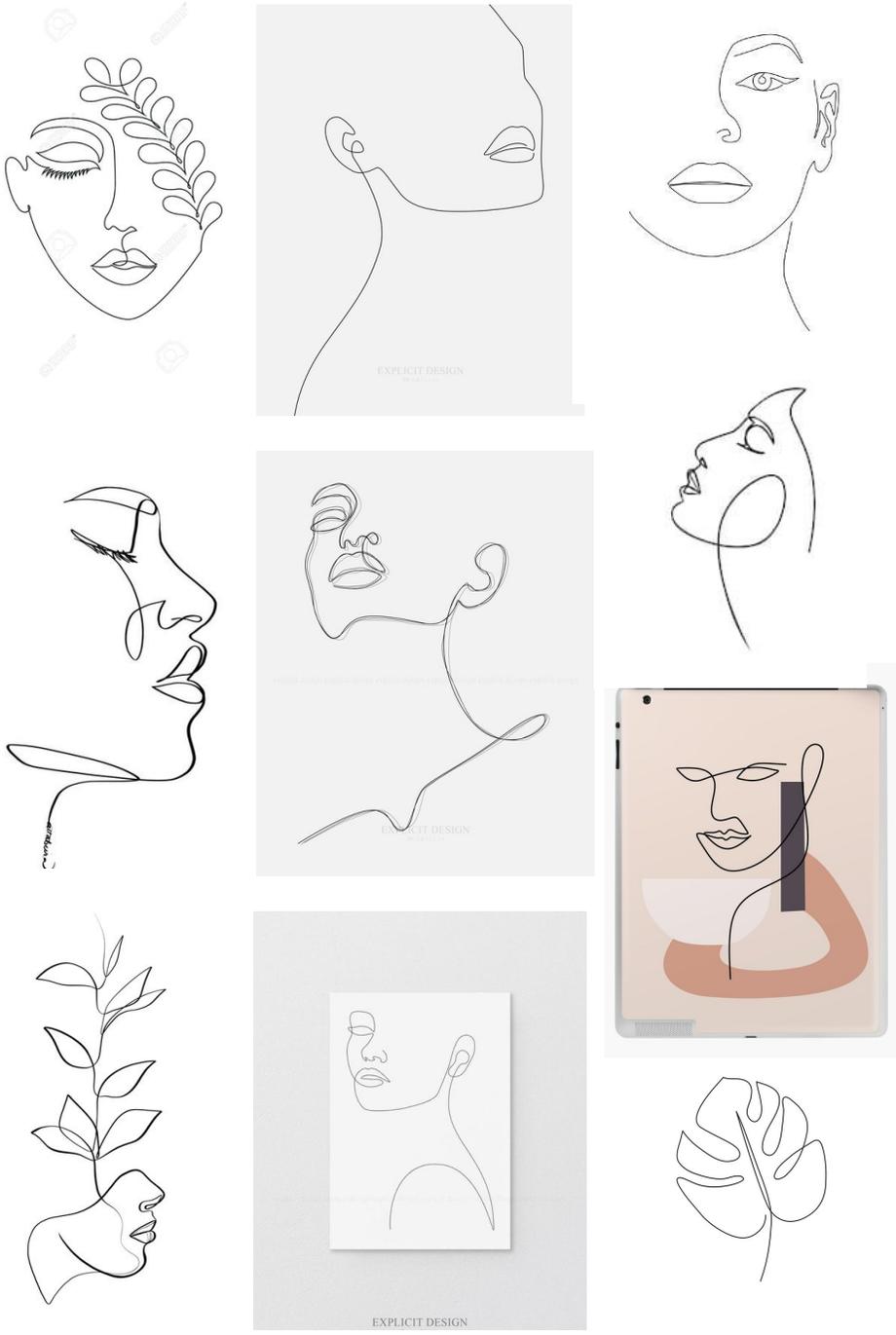
<input type="checkbox"/>		Can Saturdays get better than having a burger and a...	3703709252996873	3 October 2020 at 13:00	Public
<input type="checkbox"/>		We are prepped and ready to host you for all your Ch...	3703658949668570	2 October 2020 at 14:00	Public
<input type="checkbox"/>		Chilly Sunday afternoon? Come and enjoy our warmi...	3703571179677347	4 October 2020 at 12:00	Public
<input type="checkbox"/>		We are still serving our delicious roasts on a Sunday...	3703528796348252	30 September 2020 at 12:00	Public

BRANDING EXAMPLE

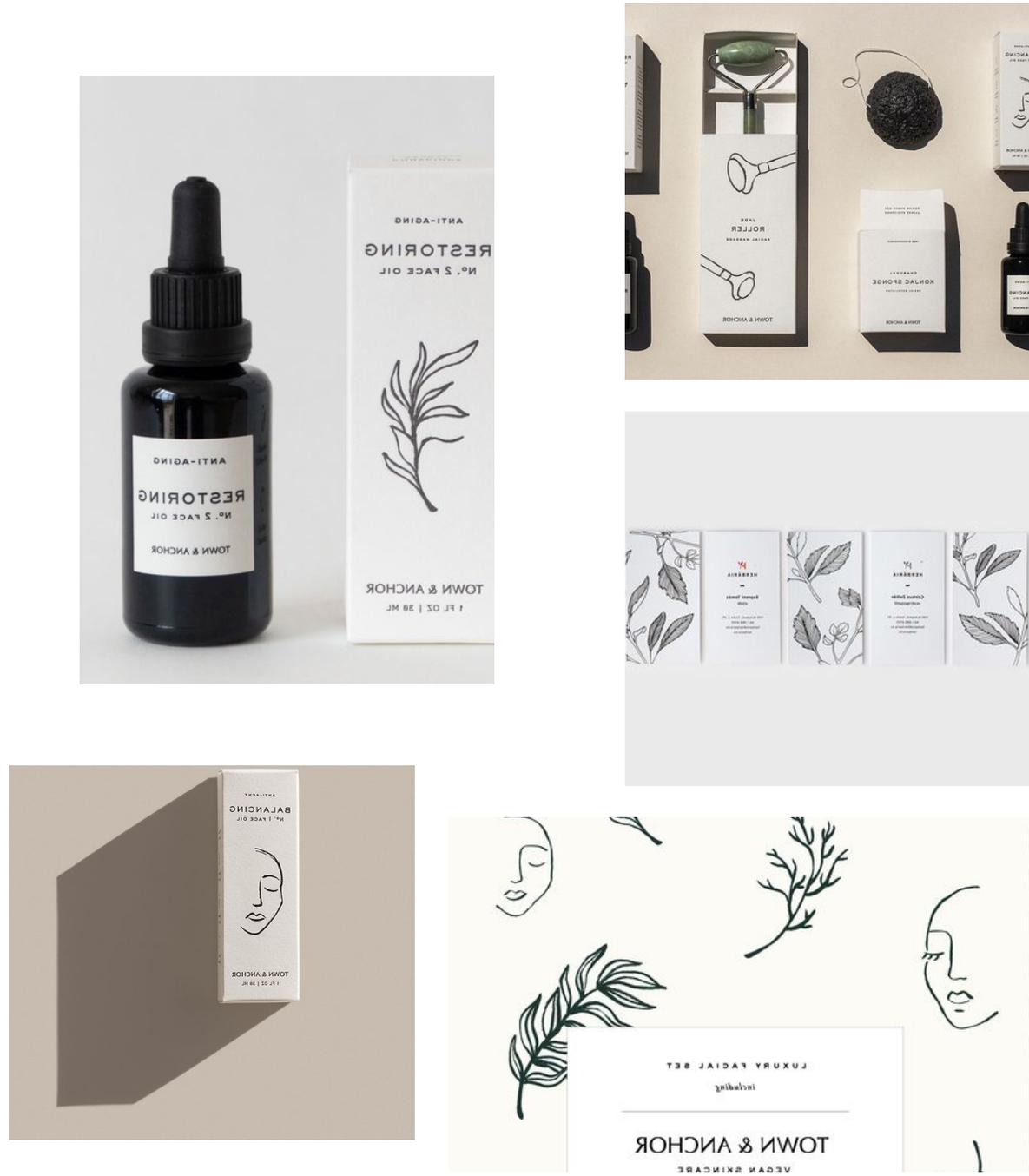
A small skin care startup contacted me through my Instagram to ask for a branding layout, mood boards and logos. I first created the branding, colour schemes and sent them to the owner for approval. After approval, I started to create the logos.



LINE DRAWINGS EXAMPLES TAKEN FROM PINTEREST



PACKAGING EXAMPLES TAKEN FROM PINTERESTS



LOGOS I HAD CREATED FOR THE INDEPENDENT BUSINESS

