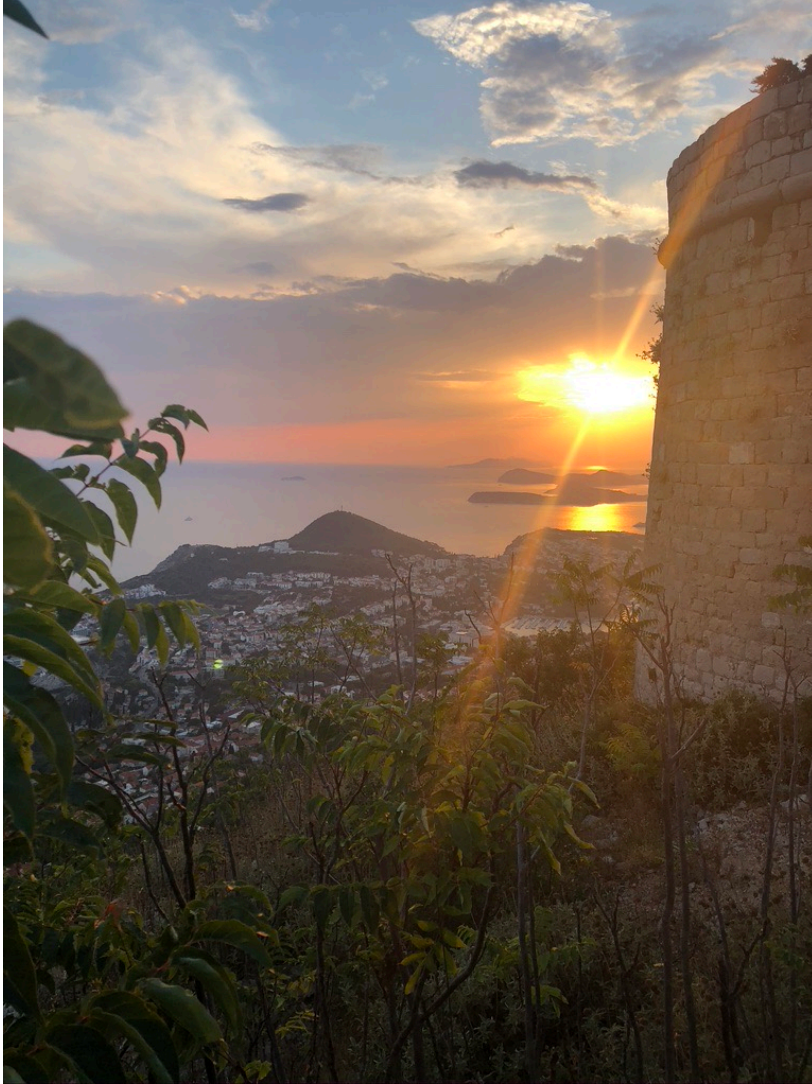




# EMMA CANEY

## MARKETING, EVENTS AND SOCIAL MEDIA PORTFOLIO

[ejcaney10@gmail.com](mailto:ejcaney10@gmail.com) / 07818168561



# 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.



# St Paul's School

I have created social media templates for Giving Day 2021. I created pre-comms, on the day comms and post comms for St Pauls School. I was also heavily involved in creating social media comms, copywriting. A plan was created for all social media posts to be posted on specific networks and at what time.

## Social Media Timetable

Please see the suggested titles below to help you draft all your SCHEDULED and REACTIONARY posts.

### Day One

#### **Title: Giving Day is launched!**

**Video/Image:** Picture of flag at front of school

**Platform:** Instagram / FB

**Post:** St Paul's first Giving Day has begun! If we receive a donation within the next 30 mins our generous donors Mr and Mrs Stoll will donate £1,000! Don't forget to help us kick off the day by sharing with the hashtag #OpeningDoorsToStPauls and tagging us in all your social media posts. We cannot wait to have a look through them! Click here to donate: <https://www.stpaulsschool.org.uk/givingday>

**Time:** 9am

#### **Title: Giving Day is launched!**

**Video/Image:** Picture of flag at front of school

**Platform:** Twitter

**Post:** St Paul's first Giving Day has begun! We want to thank everyone who has donated so far. If we receive a donation within the next 30 mins our generous donors Mr and Mrs Stoll will donate £1,000! Click here to support us: <https://www.stpaulsschool.org.uk/givingday>

**Time:** 9am

#### **Title: Giving Day is launched!**

**Video/Image:** Picture of flag at front of school

**Platform:** LinkedIn

**Post:** St Paul's first Giving Day has begun! We want to thank everyone who has donated so far. If we receive a donation within the next 30 mins our generous donors Mr and Mrs Stoll will donate £1,000! Click here to support us: <https://www.stpaulsschool.org.uk/givingday>

Don't forget to help us kick off the day by sharing with the hashtag #OpeningDoorsToStPauls and tagging us in all your social media posts.

**Time:** 9am

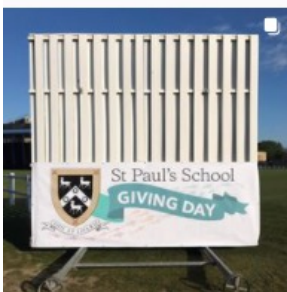
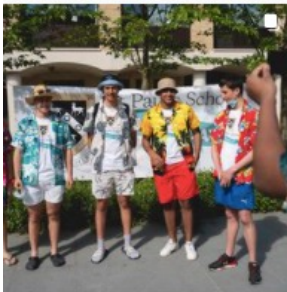
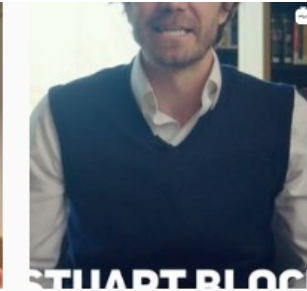
#### **Title: Giant Crossword – help!**

**Video/Image:** Picture of physical crossword in founders court and virtual one in carousel

**Platform:** Instagram/ Twitter/ FB

**Post:** St Paul's pupils need your help in solving the Giant Crossword in Founder's Court! Swipe to see the smaller version and comment your answers below! #OpeningDoorsToStPauls

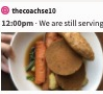







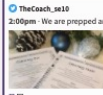
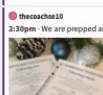
**Time:** 10am



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.

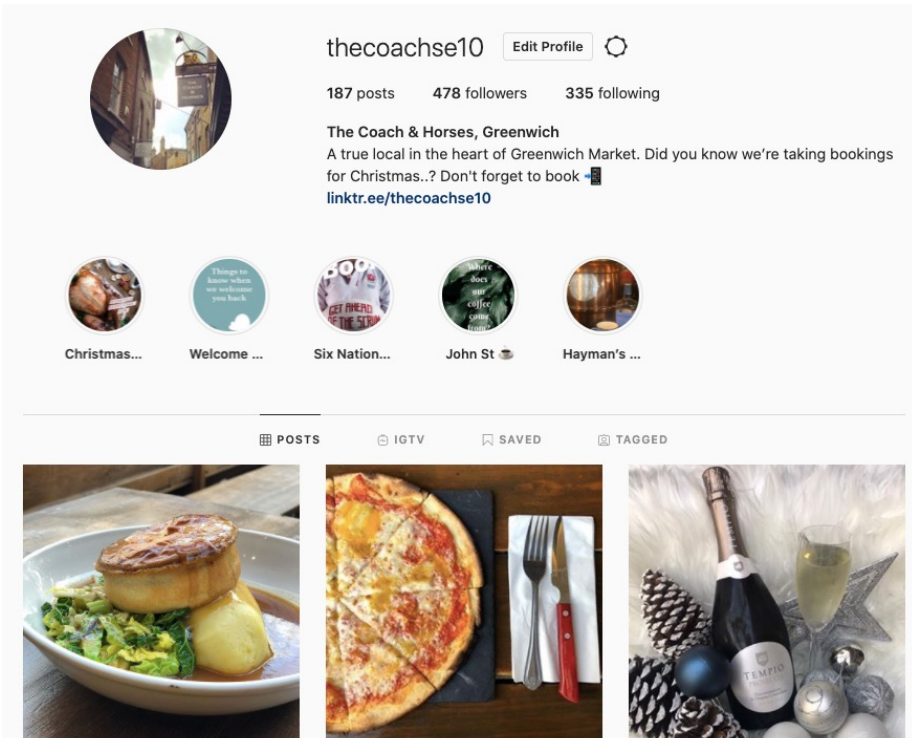
I was also given the task of Christmas Coordinator which involves me planning events and posts for Christmas to ensure a successful turnaround for the pub.

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

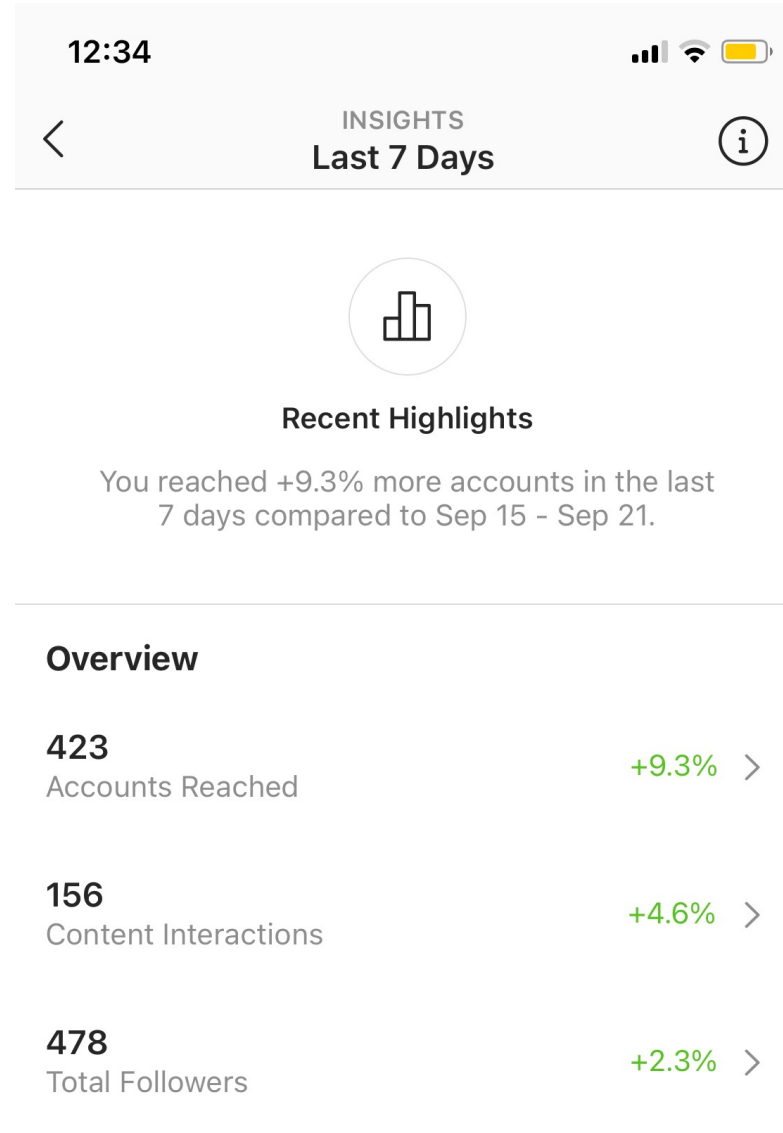
GMT +01:00	Mon 28	Tue 29	Wed 30	Thu 1	Fri 2	Sat 3	Sun 4
12 PM			 				 
1 PM						 	
2 PM					 		



# 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.



# 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





# @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. 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 volunteered to design work for various small businesses which quickly grew to having 3 other businesses asking for my work and guidance. 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](http://www.emmacaney.com)

# @designedbycaney small business illustrations



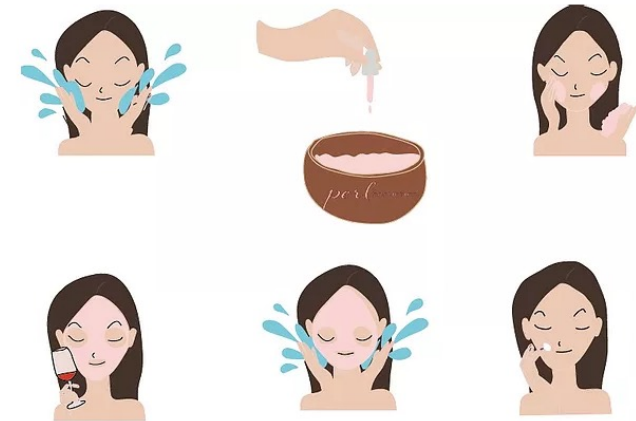
@eliseandembakes

This logo was created for a housemate who wanted to start a small baking business. I created this and became her Marketing manager.



@lezbbq

In July 2020, LEZBBQ contacted me to have a logo created for their new BBQ business based in Essex. This is what I created and the whole process from start to finish can be seen on my website.



@Perl Cosmetics



At the beginning of May 2020, Perl Cosmetics contacted me and wanted some illustrations for their new small business.



# @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

24 Sales

2 Admirers



CHRISTMAS CARDS and ENVELOPE...

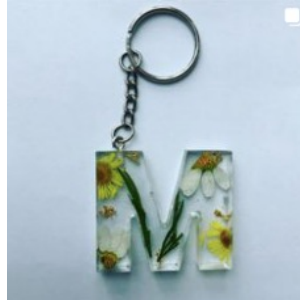
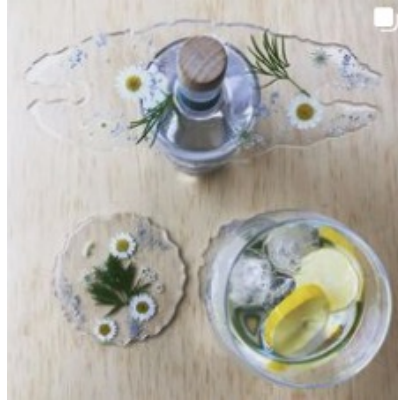
£8.00 | FREE UK delivery





# @designedbycaney Resin Art

In January 2021, I started to create resin art. I primarily started to create resin coasters and quickly expanded to trays, cake stands and jewellery. I made over £600 profit in the first month.





# inmyownbedplease.com

In September 2020, a retired medical practitioner got in contact with me to create a website for his campaign. The campaign surrounded the idea of critically ill people should have an option to pass away at home. Due to the COVID-19 pandemic, he felt the recognition for this campaign was more important than ever. After long discussions with him and his team about their expectations and ideas for the website, I choose to create it on GoDaddy Managed Wordpress as after I had created the initial website, they should be able to edit it themselves. After many months of creating the site, content and ensured it all matched the teams ideas, the site was almost ready to launch! On January 14<sup>th</sup> 2021, a letter the team had written surrounding their campaign was published in the Guardian which meant the website had to go live! Within the first 24 hours of the websites quick launch, over 10 people had got in contact with the team via their contact form to thank them and offer their opinions on some of the matters they covered!

The current live website is not my creation but I used the same programming.



@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 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	WEEK 2
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	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 9TH- 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

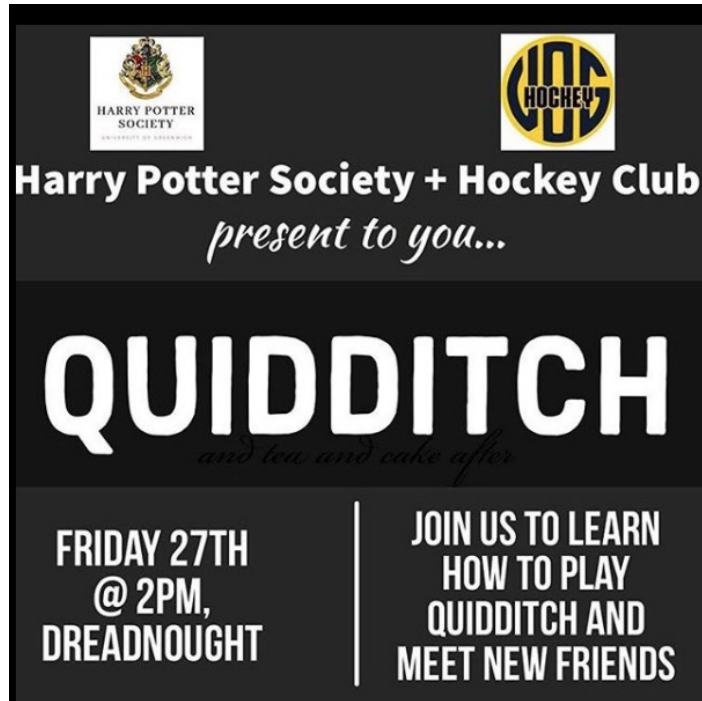
# MEET THE COMMITTEE



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



The president of the Harry Potter society and I 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.

MACMILLAN  
CANCER SUPPORT

## MACMILLAN CAKE SALE

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



## MACMILLAN CAKE SALE

TUESDAY 30th OCTOBER 2018  
DREADNOUGHT BUILDING // 1pm -5pm



THANK YOU FOR DONATING TO  
MACMILLAN CANCER COFFEE  
AFTERNOON!

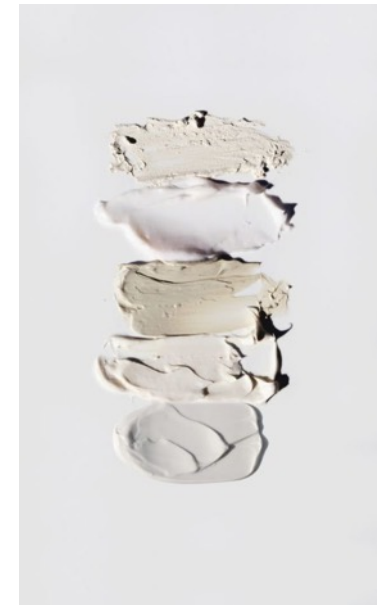
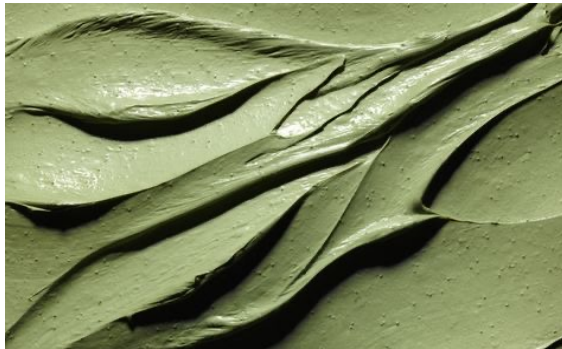
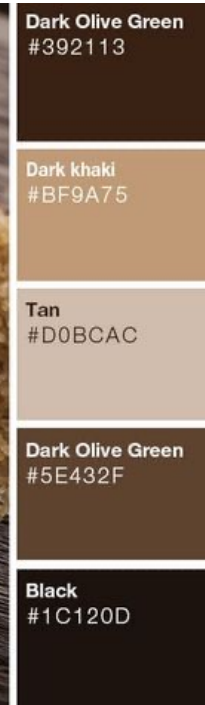
**CHANGE COFFEE  
20% OFF**

This voucher enables you to get 20% off any drink  
in Change Coffee. This is valid from Tuesday 30th  
October 2018 until 2nd November 2018!

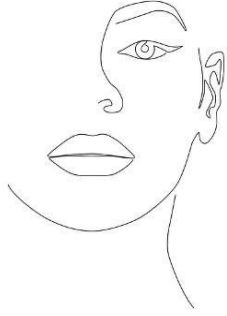
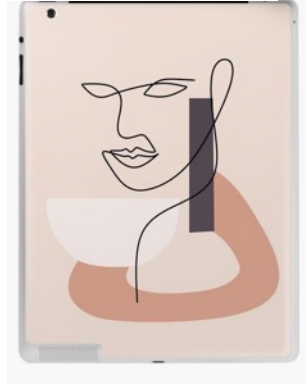
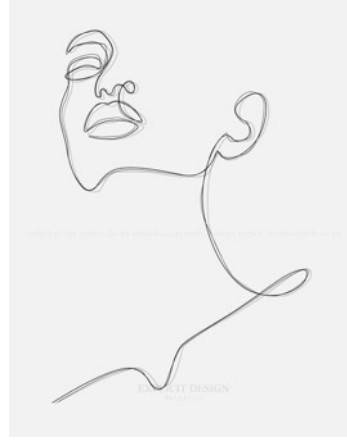


# BRANDING EXAMPLE

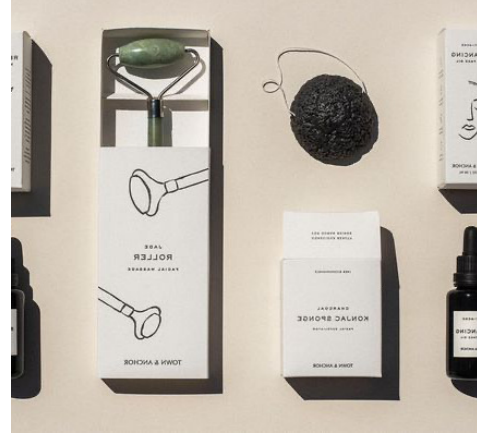
A small skin care startup contacted me through my Instagram to ask for a branding layout, mood boards and logos. I first created the branding, colour schemes and sent them to the owner for approval. After approval, I started to create the logos.



# LINE DRAWINGS EXAMPLES TAKEN FROM PINTEREST



# PACKAGING EXAMPLES TAKEN FROM PINTERESTS





## LOGOS I HAD CREATED FOR THE INDEPENDENT BUSINESS

