

# Charley Hullah

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**Freelance Creative** | Camden, London

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## Profile

I'm a London based creative freelancer working in the music and media industries. I'm diligent and focused and enjoy working on varied projects that are creatively challenging. When I'm not creating or producing music for my music projects or other artists, I can be found sound designing for theatre, creating digital content, organising music workshops and events such as the Artist and Manager Awards. Most recently I held the role of Content Manager for Alight Media where I developed a content delivery department for high budget nationwide out-of-home media campaigns.

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## Relevant Experience

### FREELANCE CREATIVE

SEP 2017 — PRESENT

*Hullah Creative* — London

- Development and management of creative projects in music such as HULLAH and Futuretape (an electro-pop duo)
- Song composition, songwriting and music production
- Digital distribution and data entry for catalogue on royalty collection societies and distribution platforms (AWAL, DistroKid, Ditto Music, PRS for Music, PPL)
- Development and implementation of marketing campaign strategies including owned and paid social media campaigns (Facebook, Instagram, Twitter and TikTok), content creation and video editing
- Digital content creation for music and media focused companies such as the Music Managers Forum's Accelerator, the Artist and Manager Awards and musician lyric videos and artworks

### CONTENT MANAGER

JUN 2021 — AUG 2022

*Alight Media* — London

- Management, coordination and delivery of national advertising and charity campaigns, ensuring content is delivered to the correct digital inventories for contracted campaign schedules and goals using systems such as LiveDOOH CMS, Zoho CRM, Google Suite and Office 360
- Recruitment, training, supervision and workload management of content executives
- Close cooperation with stakeholders and creative agencies to ensure that campaigns run smoothly and that artworks are properly optimised
- Onboarding and management of new digital inventories and databases
- Oversight and troubleshooting of dynamic (HTML5) content and campaigns
- Working closely with sales operations team on reporting, delivery and performance

### CONTENT CREATOR / SOCIAL MEDIA COORDINATOR

OCT 2019 - MAY 2022

*Music Managers Forum (MMF)* — London

- Creation of graphic and video content to showcase the highlights of the clients 2020 and 2021 Music Manager support and education programme "Accelerator"

- Increased awareness of the programme through a consistent email marketing and social media strategy (achieved a high open and click rate leading to increased event sales)
- Worked closely with partners such as YouTube Music to ensure brand guidelines were followed
- Developed social media and promotion print assets and delivery plan to promote clients industry events and training programmes
- Copywriting for news articles
- Creation of membership and industry associate newsletter

## Education

### BA HONORS | SONGWRITING

The Institute of Contemporary Music Performance  
July 2019

### BTEC NAT | ENTERPRISE & ENTREPRENEURSHIP

The Peter Jones Enterprise Academy  
July 2011

## Additional Skills

- Final Cut Pro X
- SSL, SEO, FTP, domain management & web hosting
- Website dev (WordPress, Squarespace)
- Logic Pro X
- Adobe Photoshop
- Google Console, Ad Words and apps suite
- Media Outreach
- Social Media Ads (Facebook, Instagram and Twitter)

## Additional Experience

### LEAD MUSIC DIRECTOR

OCT 2021 — JULY 2022

*Cardboard Citizens* — London

- Produced and arranged audio from live-performance theatre plays into a digital series of audio plays
- Working with and supporting the Theatre Director to hone and sculpt soundscapes to support scenes and individual performances
- Sourced and recorded sounds for effects and transitions
- Collaborated with performers, assisting them in developing their ideas, composing songs, spoken word and soundscapes
- Worked closely with Sound Engineers on the arrangement and timings of music and sound (QLab)
- Collectively we created a series of live forum theatre shows that showcased the work created at Rich Mix in London

### WORKSHOP FACILITATOR

FEB 2021 — OCT 2021

*Cardboard Citizens* — London

- Developed and created a workshop series targeted at young people titled "Making Music From Nothing" included as part of the "Act Now" programme by Cardboard Citizens, introducing them to songwriting and music production
- Sessions covered: Generating ideas from sources such as: TV, film and the world around us, Idea development and song mapping, generating melody, rhyme and metre, developing a deeper understanding of the music you like, song structure, creating basic chords and beats
- Participants achieved the creation of their first demos complete with vocals and accompaniment or music productions.

### SOUND DESIGNER

SEP 2017 — OCT 2021

*Cardboard Citizens* — London

- Production of soundscapes, soundtracks and original songs for a variety of forum theatre and touring shows
- Interpreted themes from scripts into musical ideas, turning them into pieces that supported scenes and performances
- Developed and nurtured relationships with producers and creatives to put on shows that were engaging and thought-provoking, discussing themes on youth culture, homelessness and issues affecting marginalised groups
- Wide-ranging skills in Logic Pro X including composition, mixing, audio editing and recording vocals, drum programming
- Achievements include my work having featured in shows for the Southbank's Violent Nights programme

## MEMBERSHIP, EVENT AND DIGITAL MARKETING MANAGER

MAY 2015 — SEP 2016

### *Music Managers Forum (MMF) — London*

- Programmed events through both the UK and USA with company associates and promoted/delivered these to /MMF membership including brunch-style manager social events at SXSW, Coachella and roundtables dinners in LA
- Notable achievements are sourcing print materials for the DCMS committee meeting at parliament, featured in Music Week, having contributed to the milestone of 500 members and developing a membership benefit package
- Developed the website with a creative agency to include a members area and created numerous resources and guides
- Managed social media platforms [Instagram, Facebook, Twitter and LinkedIn], curated content and created weekly newsletters for both members and associates (MailChimp)
- Provided support and advice to the membership base
- Worked with key stakeholders such as Sony Music, music management companies, PRS, AIM and others
- Promoted events and generated ticket sales for training and partner events
- Developed the company's branding online and at events through creating digital content and physical print marketing materials
- Playlist curation, website & database development, research for programmes and graphic design

## DIGITAL MARKETING CONSULTANT

OCT 2019 — NOV 2019

### *Artist & Manager Awards — London*

- Managed digital marketing leading up to and during the Artist and Manager Awards 2019
- Created graphics and video content for a variety of formats to promote ceremony (teasers, adverts, banners, posts)
- Copywriting: creation of blog posts, newsletters, invitations and other required materials (banners, booklets, wristbands)
- Management of social media (Instagram, Facebook, Twitter and LinkedIn)

## GRAPHIC DESIGNER

JUN 2016 — AUG 2016

### *Featured Artists Coalition — London*

- Participated in promoting multiple campaigns and created designs for #FairPlayFairPay (supporting fair remuneration for artists) and #InWithTheInCrowd (artists & musicians resisting Brexit)
- Liaised with artists and artist managers such as Nile Rodgers, Imogen Heap and their respective management teams for photoshoots with marketing materials

## ARTIST LIAISON

AUG 2015

### *The Big Festival / Full Fat Events — London*

- Worked within the festival production team, liaising with artists, assisted in stage changes, communicating with artist managers, organised riders, reported to stage managers and liaised with crews & artists' friends/family.

## PRODUCTION ASSISTANT

MAR 2012 — JUN 2012

### *Park Village — London*

- Participated in the research and production of music videos and TV ads for Slow Club, Morrison's and the Daily Mail Group
- Production running, travel arrangement, casting day support, location shooting, supporting crew and cast