

Charley Hullah

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Digital Creative | Deptford, 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 for musical projects, I can be found sound designing for theatre, creating content, delivering music workshops and assisting with event production on projects such as the Artist and Manager Awards.

Currently I work for Disabled Students UK on a part-time basis whilst I continue my freelance work through Hullah Creative. My previous experience as a Content Manager for Alight Media demonstrates my ability to build and lead a successful content delivery department, executing nationwide campaigns with impressive results.

Relevant Experience

CONTENT & COMMUNICATIONS MANAGER

OCT 2022 — CURRENT

Disabled Students UK — Remote

- Enhancing membership benefits to attract and retain members
- Crafting a cross-platform content strategy, including graphic design, email marketing, blogging, and web page development
- Frontend WordPress development across the company's websites
- UX design and accessibility assessments / adjustments for websites and digital content
- Content creation including creating and editing video and creating digital assets
- Managing a team of volunteers, ensuring their skillsets are matched to suitable projects
- Project management for a variety of projects, including recruiting members, promoting training programmes and running large student surveys
- Stakeholder management including universities, sponsors, assisting with funding applications and working closely with the Fundraising Manager to secure funding for initiatives
- Working within the management team to amplify the voices of disabled students

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

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 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

- Video Editing using Final Cut Pro X
 - Technical skills including SSL, SEO, FTP, domain management & web hosting
 - WordPress Development and HTML, CSS, and Javascript knowledge
 - Audio production with Logic Pro X
 - Design software such as Adobe Photoshop & Canva
 - Google Console, Ad Words & Google Suite apps
 - Media Outreach and Promotion
 - Running advertising campaigns on Facebook, Instagram & Twitter
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Additional Experience

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 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 website with creative agency to include a members area and created numerous resources and guides
- Managed social media [Instagram, Facebook, Twitter, LinkedIn] and created weekly newsletters (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 creation of digital and 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)