

Charley Hullah

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Digital Creative | Lewisham, London

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Profile

I'm a London based Digital Creative freelancer working in the music industry and higher education charity sector. I'm a diligent and focused individual who enjoys working on varied projects that are creatively challenging. When I'm not producing content, I can be found sound-designing for theater, delivering music workshops and producing events such as the Artist and Manager Awards and Music Producer Guild Awards. Currently, I work for Disabled Students UK as Communications Manager on a part-time basis. I also freelance through Hullah Creative with clients such as Evenbreak, Full Fat Events and the Music Managers Forum as a graphic designer and video editor for both digital and print media.

Relevant Experience

COMMUNICATIONS MANAGER

OCT 2022 — CURRENT

Disabled Students UK — Remote

- Project managing Access Insights, a nationwide research project into the HE accessibility
- Managing a team of consultants and volunteers
- Leading on the dissemination of the Annual Disabled Student Survey in which 1,300+ students took part (the biggest of its kind to date)
- Attracting and retaining university members to the project having signed up five to in my first year
- Crafting a cross-platform content strategy, including graphic design, email marketing, blogging, implementing accessibility practices throughout
- Developing the DSUK brand, voice through a communications and content strategy
- Frontend WordPress development across the company's [Access Insights](#) website
- UX design and accessibility assessments for content and websites
- Content creation including creating and editing video and designing graphics and reports
- Stakeholder management, communicating with disabled students, universities and partners
- Co-working with the Fundraising Manager to secure funding for initiatives
- Amplifying the voices of disabled students through creating paid work opportunities, signposting them onto Government Committee events and keynote discussions
- Undertaking directorship responsibilities working on business strategy, fundraising and recruitment

CONTENT MANAGER

JUN 2021 — AUG 2022

Alight Media — London

- Management and delivery of national advertising and charity campaigns, ensuring content is delivered to the correct digital inventories for contracted campaign schedules and goals

- Experience of systems such as LiveDOOH CMS, Zoho CRM, Google Suite and Office 360
- Recruitment, training 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 inventories
- 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 with companies such as Evenbreak, Cardboard Citizens, Evenbreak, Music Managers Forum and Full Fat Events
- Implementation of marketing campaign strategies including paid social media campaigns (Facebook, Instagram, Twitter and TikTok)
- Digital content creation delivering digital and print content such as digital reports, graphics, videos, webinars and websites

Education

Skills Bootcamp in Web Development

Bath Spa University

April 2023

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, Subtitling (Final Cut Pro X)
- Web Development (WordPress, HTML, CSS, SSL, SEO, FTP, domain management & web hosting)
- Digital & web accessibility best practices
- MailChimp Campaigns
- Audio and vocal production (Logic Pro X)
- Graphic Design (Adobe Photoshop & Canva)
- Google Console, Ad Words & Google Suite apps
- Paid advertising campaigns (Facebook, Instagram & Twitter)

Additional Experience

MEMBERSHIP, EVENT AND DIGITAL MARKETING MANAGER

MAY 2015 — AUG 2018

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
- Created graphics and video content for a variety of formats to promote ceremony (teasers, adverts, banners, posts)