

Charley Hullah

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Digital Creative | Kentish Town, London

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Profile

I'm a London based Freelance Digital Creative working in the music, media and charity sectors. I'm a diligent and focused individual who enjoys working on varied projects that are creatively challenging. When I'm not producing video, I can be found sound-designing for theatre, delivering music workshops and producing events such as the Artist and Manager Awards and Music Producer Guild Awards. Recently, I have worked for Evenbreak as a Content Creator and Video Editor and Disabled Students UK as Communications Manager, both on a contracted basis. I'm currently studying Ability Today for a Certificate in Foundational Journalism and looking to build my experience as a writer focusing on housing and homelessness.

Relevant Experience

CONTENT CREATOR, VIDEO EDITOR

FEB 2024 — SEP 2024

Evenbreak — Remote

- Creating and optimising content in a variety of formats for multiple digital platforms
- Video production and editing for topical events such as government announcements and relevant awareness days
- Subtitling, proofing for recorded webinars, optimisation across YouTube and TikTok
- Copywriting for web, social media and internal documents
- In-person filming, interviewing disabled candidates at Naidex 2024
- Event production and management
- SEO optimisation on WordPress blogs and pages including purpose built website

COMMUNICATIONS MANAGER

OCT 2022 — JAN 2024

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

Certificate in Foundation Journalism

Ability Today / NCTJ

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 Production, Editing, Subtitling (Final Cut, CapCut)
- Music Production (Logic Pro X, Audacity)
- Web Development (WordPress, HTML, CSS, SSL, SEO, FTP, domain management & web hosting)
- Digital accessibility best practices
- Content writing, MailChimp email campaigns
- Audio and vocal production (Logic Pro X, Audacity)
- Graphic Design (Photoshop, Pixelmator, Canva)
- Google Console, Analytics, Google Suite apps
- Paid advertising campaigns (Facebook, Instagram & Twitter)
- Stakeholder management