

**POPPY PHIBBS.** 📍 MARGATE 📞 07423128424 ✉️ POPPYPHIBBS@GMAIL.COM

A collaborative and hands-on digital marketer with 3+ years of experience working with local arts, education, and conservation organizations. I have a track record of developing & managing impactful campaigns that impact positively on both the community & the environment.

I am an organised and proactive person, getting stuck into quick idea generation and in-depth research-driven projects, with experience working on several initiatives simultaneously. I am eager to find a role that pushes my creativity, encourages collaboration and can teach me something new.

## Skills

Project planning & management / Photoshop, Premiere Pro, InDesign / Copywriting / Investigating / Data analysis & reporting / Clear verbal & digital communication / Critical & creative thinking / Website design & management / Email marketing / Curatorial assistance / Art handling & transportation

## Work experience

*Jul 2022 - Present      Freelance Creative & Digital Marketer*

I currently co-run the art collective Loser Gang alongside my freelance work designing websites for artists, creating content and running social media accounts for local organisations.

My freelance work has made me self-initiated, organised and time-efficient. I have designed websites for local artists and I am especially proud of the site I designed for Bio-Couture fashion designer [Eirinn Hayhow](#), who I continue to work for maintaining the site and implementing e-marketing. I have managed the social media of both local artists and arts organisations, like The Margate School & Ramsgate Festival of Sound. I have a successful track record of reaching new audiences, growing followings, and managing successful fundraising & events campaigns.

I joined the Loser Gang collective a few years ago, taking on the role of co-director from July. Since then I have achieved setting up, marketing and organising a successful exhibition at Salon, a pop-up at Crate Space, booking and selling out markets, designing a website and seeking out creative collaborations for the year ahead. This is on top of managing a group of 15+ local artists, handling, storing & transporting artwork, and creating products for sale. It's given me hands-on experience and given me the room to experiment with both creative and marketing approaches.

*2022-2023                      Social Media Manager & Content Creator at the Wildwood Trust*

In this role, I worked closely with a small team, across departments and externally with our partners, press, and freelancers. I was responsible for the management of social media, copywriting for socials, newsletters and print, content creation, data collection and analysis. On top of this day-to-day work, I was part of the Trust's rebrand and website rollout and worked on several long-term strategies for social media. I achieved a lot there but the work I was most proud of was when I was tasked with creating a video ad, from project planning and managing a small team, right through to storyboarding, filming and editing.

2021 - 2022

*Marketing Coordinator at The Margate School*

I worked flexibly within a small team to create cohesive & impactful communications throughout The School, as well as creating & implementing marketing plans for community projects like the High St Community Garden, Margate Tech Club & Margate Festival of Design. Alongside my marketing role I also learned several new skills in gallery set up, art storage, curation and gained new knowledge on theories and practice revolving around the interrelation of art, society and nature.

**Education**

2021-2022

Cambridge Marketing College - Digital Marketing Level 3

2016-2019

Leeds College of Art - BA Illustration

**Certificates**

2022 Jul

Google Analytics Individual Qualification

2022 Mar

BCS Level 3 Certificate in Marketing Principles

2021 Nov

BCS Level 3 Award in Principles of Coding

**References available upon request**