

Annabel Mains

Founder of Thistle & Bug

Digital Marketing Manager & Social Media Consultant



SPECIALISM

Account and Project Management

- Social media (organic + paid)
- Digital Marketing strategies across various platforms
- SEO consultation
- Website builds, setups and design (Wix, Squarespace, Wordpress)
- Insights and performance analysis
- Copy writing and editing

SOCIAL MEDIA

- Social strategy and story
- Social media management on Instagram, Facebook Pages & Profiles,
- Content creation incl photo and video editing
- Content strategy & execution

AD HOC

- Copy writing & editing
- Budget consultation
- Mass Communications on platforms such as Mailchimp and Klayvio
- CRM management
- Use of the Adobe Package

SUMMARY

Experienced digital marketing and social media consultant. With over 5 years of experience working for a mixture of luxury brands, rural industries and sporting businesses.

A proven track record of success, efficient project management, and delivering results within strict budget and time deadlines, I am passionate about creatively solving client's marketing requirements.

RECENT EXPERIENCE

Social Media and Communications Manager - Old Gold Racing

- Day to day management of all social channels, content creation, planning and development, scheduling, performance reporting and optimisation.
- Social strategy within a niche sporting environment, understanding the audience and delivering growth on each platform exponentially week on week.
- Curating and writing weekly newsletter and consistently achieving over 40% open rate.
- Managing social projects across socials, website & mail shots using organic and paid content and relevant copy.

EMAIL: annabel@thistleandbug.co.uk

MOBILE: +44 (0)7584 201272

WEBSITE: www.thistleandbug.co.uk

SOCIAL MEDIA: [@Thistleandbug](https://www.instagram.com/Thistleandbug) [@annabelle mains](https://www.facebook.com/annabelle mains)