

ANNABEL J. MAINS

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I am a determined and self-motivated person who thrives off being challenged. I work well in a team but am also confident enough to undertake sole responsibility for tasks including leadership, research and business development where required. As my experience has developed, I am developed a career in which I can utilise and combine my flair for communication and organisational skills with a strong interest and background in iconic British Companies & sports. I build strong working relationships and have extensive experience working to tight deadlines under pressure. I flourish managing the expectations of multiple clients simultaneously, delivering projects in a timely fashion and with complete integrity, confidentiality and enthusiasm. Working at Old Gold Racing, I have consistently broken sales and engagement records for horse launches, by understanding and pre-empting the needs of the customer delivering a spotless customer journey.

EDUCATION

University (Masters): 2011 – 2012, Master of Arts in Art Business Merit. Sotheby's Institute of Art

University (Undergraduate): 2008 – 2011, BA Hons in History of Art, Class II Division I, University of Leeds

CAREER:

March 2019 – Ongoing - Thistle and Bug Consultancy

- Founder of Thistle & Bug, a Digital Marketing consultancy that saw a gap where rural based companies were behind in social media profiling, online footprint, websites and wider marketing practices.
- Building websites on Wordpress, Wix and Squarespace. Copywriting content for existing websites and SM to the exacting specifications of the client. Over twenty websites have been delivered in the last 3 years.
- Creating, advising, and streamlining social media processes, helping to reduce pressure on non-furloughed staff and ensuring visibility of company, so that they stay relevant and current.
- Implementing engaging marketing campaigns with clear direction, targets and successes; a highlight being the successful launch of vegetable boxes and freezer food from a well-known caterer needing to diversify during COVID-19.
- Consistent and clear communication across varied industries that have ensured constant employment, over 50% of clients that had a single initial project have come back for further advice and with new projects.
- Consultancy on correct SEO's maximising listings on search engines such as Google/Bing. Identifying and researching keywords, implementing consistent use, and optimising strength of Brand. Biggest success has been maintaining first place position for Sharky & George (Events) for the first time in their history – with the introduction of virtual events in lockdown, they were also page 1, listing 1 for pre-determined keywords.
- Management, planning for up to 8 clients social media content – researching industry trends, patterns and followings.
- Clients include but not restricted to: Sharky & George, Richenda Ford Racing, Holway Kitchen & Farm, Glow & Dry, The Labrador Company, 10 Castle Street, Southdowns Shepherds Huts, Just Janey Ltd, Wolfe Walker and Tarrant ValleyShepherds Huts.

January – December 2023 – Social Media and Communications Manager for Old Gold Racing

- Daily socials and strategy for campaigns on multiple forms of social media – Facebook Group/Page, Instagram, Tiktok and Twitter – exponential growth on all platforms.
- Weekly copy writing of Racing Weekly – Audience of 15k, with an open rate of between 35 – 55% each week.
- Content campaigns and ideas for the launches of horses, strategic ideas to bring events, marketing and socials together to maximise potential sales growth – record sell out of 3 days.
- Approaching and curating educational interviews, content and stories around horses in training, suitable for our Owners and attractive to prospective Owners of all ages.

- Working with partners, influencers, and ambassadors to promote the Ownership of horses to a wider audience.
- Developing and maintaining the MyStables app – managing and creating strategy around key words, search engines and level out delivery of content across digital ads, platforms and audiences.
- Multifaceted delivery of promotional content, according to different sales objectives of each horse – breaking sales records on repeat.
- Ensuring engagement and customer service satisfaction is over and above the enthusiastic targets week on week.

October 2020 – January 2023 – Part time Personal and Business PA to Mr & Mrs Felton

- Book keeping, HR & recruitment, management of a team of x4 and property management incl. Airbnb and renovations. across various accounts and businesses belonging to the head of the family

August 2017 to October 2018 - Birley Clubs, London

- Membership Development Manager, developing and building the membership waitlist prior to the opening of the new Annabel's private Members' Club, whilst maintaining interest in the other four Clubs.
- Analysing performance reports on membership and sales for the Group, assisting with Partnership and reciprocal strategy and reporting the salient points to the Director.

January 2016 to August 2017 - The Jockey Club, London

- PA to 3 Board Level Directors.
- Managing extensive and ever-changing diaries, organising internal and external meetings including third party catering and accommodation at venues across the UK.

March 2015 to March 2016 – Knight Frank Client Services, London

- Client Manager - Identifying areas of potential growth and devising strategies for x6 Home County offices.

January 2014 to March 2015 – Knight Frank Leasehold Reform, London

- Team Assistant to the Leasehold Reform Team.

January 2013 to December 2013 - Post Box Gallery, London May 2012 to December 2013 - Edel Assanti, London

- Gallery and Office Manager / PA - Set up both galleries from scratch.

WORK EXPERIENCE

Hall and Woodhouse Brewery, Blandford

- Shadowing and assisting with the Finance and Accounting - Investment appraisals (written/presented), Management of property portfolio, Estate management, Financial analysis

QUALIFICATIONS AND ACHIEVEMENTS

- PADI Open Water Advanced (2018), HGV Category C License (2015), CRM online Course, University polo and lacrosse team member, School polo and lacrosse team captain, regular riding out at a local jumps yard.

References available upon request