



ELLEN POPE

CONTACTS

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WEBSITES

www.ellenpope.co.uk
www.chattingfood.com

SKILLS

Press Release Writing and Pitching
Content Creation
Social Media Management
Marketing Management
Head Of Department
Line Management
Brand Awareness
eMarketing
Digital and Print Advertising

WORKED WITH

Wordpress
Wix
Campaign Monitor
Canva
Photoshop
Survey Monkey
MailChimp
Buffer
Tweetdeck
CRM
Dropbox
Google Drive
Trello
Google Console
Google Analytics

SUMMARY

I'm a freelancer, a free-range chicken, an individual. I am quirky, passionate and honest. Ten years in the game and still kicking, I have been lucky to work with amazing brands consulting on big projects, launching stores, running communication departments, and mentoring students.

My style is a little unique. I am not here to fluff you with technical jargon or huge pitches. I am here to talk about your communications concerns, work with you on your projects, roll my sleeves up and deliver great work on time

FREELANCE

Chatting Food Magazine (March 2019 - Present)

Owner and Editor

Chatting Food is an online magazine launched in 2019 to showcase the latest news, features and interviews from across the sector.

The magazine continues to showcase and support not only the large brands within the industry but independent popups, artisan producers and chefs flying solo. Chatting Food was created from an idea on a train following a chance meeting with a top chef. It is a platform for voice and empowerment.

I saw a gap in the market to develop a platform where people can have their voice heard. I currently liaise with over 100 PR agencies, individual chefs and restaurants and have 6 writers from around the UK. The magazine has seen steady growth since its launch in March 2019.

All elements of Chatting Food Magazine have been created and developed by me. This includes; website build, logo design, social media content and management, email newsletters, content including news, features and interviews, advertising and business development. It is a true portfolio of my work as a marketer and content creator.

Ellen Pope Communications (January 2016 - Present)

Owner and Founder

Offering Marketing Communications consultancy to brands, individuals and small business. Clients and roles include:

Head of Communications and Retail – HugglePets and HugglePets in the Community (CIC)

Marketing consultancy to encourage the growth of the physical and online store. To increase footfall to the business through all available channels. Point of call for PR and External Communications. The role includes line management of Marketing Assistant. Recently helped HugglePets in the Community (CIC) to reach a crowdfunding target of £100,000 to build Wolverhampton's first Community Aquarium and Sensory Playroom, securing media coverage.

Head of Communications – Stafford Railway Building Society

Full marketing mix support including internal and external communications, social and digital marketing support for B2C and B2B arm of the business, board reports, event creation and management, charity support, all print and design management for business, development of emarketing strategy, brand awareness and advertising

Copywriter/ eMarketing – Swinford Graphics

Bi-monthly email content copywriting. Website copywriting. Consultancy.

Digital Editor – Balance Jersey (part of Tesco)

Launch digital offering including website content, social media channels and blog writing for a brand new health store in Jersey from Tesco.

Freelance Ghost Writer - Social Media

Currently write and manage five separate brands social media channels including Twitter and Instagram.

Copywriter/ eMarketing – PurpleCarrot Recruitment

Creation of onboarding emails for new clients

Copywriter – Various

Content created for individual chefs, including website content and biographies.

Wix Website Designer

Design of all three of my websites

www.ellenpope.co.uk | www.chattingfood.com | www.misspope.com

Other: Board Member, HugglePets In The Community.

EXPERIENCE

Whisk.com (September 2014 - November 2015)

Marketing & Communications Manager

Significant Achievements

- Increased user return 3x through targeted and refining automated marketing messages
- Significant coverage in The Independent, Brand Republic and The Grocer
- Launched Whisk's business platforms WhiskAds and WhiskConnect

Content Marketing

- Successfully launched company social media channels (Facebook, Twitter, LinkedIn, Google+)
- Launch of B2C blog to encourage user engagement and increase organic SEO

Digital & SEO

- Improved Whisk's organic SERP from 3 to 1 by focusing on optimising keyword phrases in content, creating relevant and engaging content through video and text.
- Working in conjunction with an SEO company to improve link building and meta- tags

Whisk.com (September 2014 - November 2015) CONTINUED

Marketing & Communications Manager

- PR
- Launched Whisk in 11 countries worldwide with targeted PR campaigns
 - Increased local, regional and trade press including features in (Birmingham Mail/Post, The Telegraph)

CRM, Marketing Automation and User Testing

- Create triggered automated messages for email and push notifications.
- Promotion, recruitment and facilitation of user testing groups to gain feedback on app changes.
- Continual testing of iPhone and Android applications

B2B (www.whisk.com/business)

- Creation of B2B website pages, including new advertising platform and digital advertising opportunities.
- Launched two new business platforms, WhiskAds and WhiskConnect gaining coverage in regional, national and trade press.
- Creation of various sales materials for Sales Team
- Scripting of B2B videos for Sales Team support.
- Awards and speaking engagement pitching for the business and CEO. Successful awards finalists at IGD, Virgin Pitch To Rich, Recycling Awards and StartUps.

Additional roles (Overview of role available on request)

Dudley Building Society (March 2012 - September 2014)

Marketing & Communications Officer

Significant achievements include: rebranding business including all marketing and all retail sites.

Midlands Arts Centre (March 2010 - March 2012)

Marketing & Research Officer

Significant Achievement: Relaunch of mac birmingham after £10.1m refurbishment

Town Hall and Symphony Hall Birmingham (August 2008 - March 2010)

Marketing Assistant

Significant Achievement: Launch of Town Hall & Symphony Hall's Comedy Genre

RECOMMENDATIONS

"Ellen has a brilliant marketing mind which impressed everyone immediately. She's creative, is a talented writer and has an eye for detail. I'd recommend her to all."

Nick Holzherr, CEO Whisk.com

"Ellen is an incredibly warm and open person. Perhaps this isn't how you'd expect a recommendation to start, but it's incredibly important in that's how she builds lasting, co-operative and effective relationships. She has a methodical approach but compliments this with real passion and insight. Her persistent ambition to deliver the best she can is demonstrated in her focus and detail. I would definitely recommend working with her and hope to again in the future"

Lindsey Cook, Head of Marketing, mac birmingham