

ellen pope
my story



ABOUT ME



Freelance or Free Range?

I have embraced every moment of self-employment for the last 6+ years. In my employment life, I have worked with world-renowned arts venues, financial institutions and tech startups (my boss was on The Apprentice, imagine that interview!).

Since grabbing my free range feathers I have launched retail stores abroad, taken up Head of Communications roles in financial institutions and retail. I have worked with solo entrepreneurs helping boost their businesses (from printers and oven cleaners to chefs and restaurants).

In 2019 I founded Chatting Food Magazine - a food and drink magazine with positive editorial that allows flourishing writers to spread their wings in food and drink. We currently have over 15 women writing for us, with many taking up paid work with nationals after perfecting their craft.

I now predominantly consult and coach. I coach introverted creatives to reach their potential in a calm and focused environment. My style is a mix of personal and business coaching as I build clients' confidence to get over their blocks.

I am an avid student. I am currently learning British Sign Language, partaking in training courses with the Chartered Institute of Marketing and this year I'm hoping to complete both a Professional Marketing Qualification from the CIM and an introductory course with the International Coaching Federation.

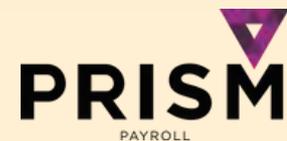
SKILLS

- PR (writing, planning, pitching)
- Content Creation
- Social Media Management
- Marketing Management
- Head Of Department
- Line Management
- Brand Awareness
- Budget Management
- Copywriting and Editing
- Design (Online and Offline)
- Consultancy
- Mentoring
- Email Marketing (including Mailchimp, Active Campaign and Campaign Monitor)
- Print and Digital Advertising
- Future Planning

SKILLS I'VE 100% LEARNT FROM BEING SELF EMPLOYED

- time management
- leadership
- empathy
- adaptability
- collaboration
- decision making
- multitasking
- grit
- self-promotion
- relentlessness
- hope
- precision
- self-awareness
- intention

BRANDS I'VE HELPED SUCCEED



MY WORK HISTORY

FREELANCE (2016 - TODAY)

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

Marketing consultancy to encourage the growth of the physical and online store. Point of call for PR and External Communications. The role includes line management of Marketing Assistant.

Head of Communications – Stafford Railway Building Society (three year contract)

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.

Marketing Consulting + Content - Martialpreneur

Brand development, PR and social management for two entrepreneurs offering business coaching.

Consulting - HappybyMe

Marketing and PR Consulting for the new life coaching company by a positive psychologist.

Copywriter/ eMarketing – Swinford Graphics

Bi-monthly email content copywriting. Website copywriting. Consultancy on business growth.

Marketing Support - The REP

Supporting the team with their summer programme of events and live shows.

Digital Editor – Balance Jersey (part of Tesco)

Launch digital campaign for a brand new health store in Jersey from Tesco.

Marketing Manager - ProClean Group

Strategy and delivery of social media. Also, scriptwriting and website development.

Copywriter - Prism PayRoll

Rewrite of a full website and internal documents.

Freelance Ghost Writer - Social Media

Write and manage five separate brands on 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.blowthelidoff.co.uk

MY WORK HISTORY

EMPLOYMENT (2008 - 2016)

Whisk.com | Marketing + Communications Manager

Cooking app for recipe saving, meal planning, grocery shopping, and recipe sharing (recently acquired by Samsung NEXT)

Joined as a marketing lead for startup tech company helping to develop brand awareness, press coverage, internal communications, and international marketing management (available in 13 countries).

Dudley Building Society | Marketing & Communications Officer

Project managed the rebrand of the business and branch network. Worked alongside all departments to increase savings and mortgage customers, increase profit and promote all financial products. Oversaw the development of the community network including sponsorship and staff volunteering scheme.

Midlands Arts Centre | Marketing & Research Officer

Joined the team to open mac birmingham after £10.1m refurbishments. I focused on customer retention, comedy, music and cinema. I also worked with the commercial team to increase profits including room hire and event management.

Town Hall and Symphony Hall Birmingham | Marketing Assistant

Worked with the team to promote Symphony Hall's performance programme. I completed a three-day marketing retreat in Edinburgh specialising in Arts Marketing. As my career developed I led the launch of Town Hall's comedy programme, successfully selling out Jason Manford, Russell Howard, Rhod Gilbert and Romesh Ranganathan's first official tours.

Political Assistant to the Leader of The Council | Wolverhampton Council (intern)

Supported the Leader of the Council with administrative duties and diary management

HIGHLIGHTS

- Rebranded Dudley Building Society and helped to create its new range of branches
- Held Head of Communications role at a financial institution before 30.
- Run a UK based magazine, which has run fully remote before COVID made that a thing
- Part of a team that launched and completed a £100k Kickstarter
- Regularly attended board meetings and lined into a CEO
- Every role, both employed and self-employed has been a new position - therefore had to create new processes from day one.
- Mentored three marketing assistants as part of their apprenticeships.
- Became a strong copywriter - writing in multiple forms for multiple industries including oven cleaning, martial arts, mortgages, printing and graphic design, restaurants, business coaching and more.
- Digitally launched a new concept store for Tesco in Jersey without actually setting foot in Jersey.
- Secured my own office space to ensure I have a healthy work/life balance.
- Worked with 100s of hospitality PRs and Brands across the UK
- Continue to sit on the board of a CIC that provide animal therapy focused work to the community.

FUTURE PLANS



2022

- Start CIM Certificate in Professional Marketing
- Completion of CIM course Planning and Optimising Marketing Campaigns
- Complete BSL Level 1

2023

- Start International Coaching Federation Professional Coaching Diploma
- Complete BSL Level 2
- Launch Chatting Food in Australia

CONNECT WITH ME

