

IMOGEN MAGUIRE

☎ 07913658610

📍 South East London

✉ imogenm13@gmail.com

🌐 imogenmaguirefilm.com

SOCIAL MEDIA & MARKETING ASSISTANT

I'm a conscientious and friendly creative professional with a knack for social media marketing and content creation. Passionate about all things media-related, I thrive in fast-paced environments, delivering high-quality work with adaptability and ease. Whether collaborating within teams or independently generating innovative ideas, I'm dedicated to crafting content that inspires positive change.

WORK EXPERIENCE

Social Media & Marketing Assistant

Silver Swan Recruitment / Sep 2023 - Present

- Creating, strategising, and scheduling content across company socials (LinkedIn, Instagram, TikTok), whilst maintaining community engagement & performing competitor analysis
- Writing job descriptions and bi-monthly blogs in line with SEO requirements
- Creating MailChimp campaigns, logging & assessing analytics
- Designing presentations, working alongside consultants to execute BD plans
- Updating and producing the company podcast, reaching out to potential guests, collaborative influencers, and partnership brands
- Designing and A/B testing new graphics and documents based on the company's new outsourced brand guide
- Developing monthly analytics reports across socials and email marketing

Production Assistant & Content Creator

JB Productions / Sep 2021 - Jul 2023

- Creating promotional material for company mail-outs and material marketing, promoting services and projects
- Production Designer on multiple short narrative films and digital content
- Producing concept art, sourcing and building props and set dressing

Student Ambassador & Social Media Assistant

The University of Gloucestershire / Oct 2019 - Jun 2022

- Providing university campus tours for prospective students
- Travelling to UCAS fairs and schools to deliver workshops and information about the university
- Updating the University's Instagram & LinkedIn with relevant posts and captions

Assistant Manager / Head Barista

Muffin Break / Nov 2018-Apr 2020

Production Assistant (Internship)

Avenoir Records / Oct - Nov 2017

EDUCATION

University of Gloucestershire Townley Grammar Sixth Form

Film Production | 2:1
2019 - 2022

A' Levels | A*, A, B
2016 - 2018

SKILLS

- Adobe Photoshop
- Canva
- Video Editing (Premier Pro, Final Cut, CapCut, AVID)
- Screenwriting (Celtx, Final Draft)
- Creative & Copywriting
- MailChimp
- Notion
- Bullhorn
- Brand Design
- Microsoft Office & Google Workspace
- Wordpress
- Google Analytics
- Community Engagement
- Freehand Drawing & Digital Art
- Full UK Driving Licence

AWARDS

Royal Television Society
Production Design Craft Award
2023

Kodak NAHEMI Student Awards
Best Commercial Casting
2022

Royal Television Society
Best Comedy Short (Script Nominee)
2022

REFERENCES

Available upon request