

HOLLY FOSKETT- BARNES

Marketing // Communications // Content Creation // Graphic Design // Copywriting

PREVIOUS CLIENTS

Museum of East Asian Art // *Communities Manager*

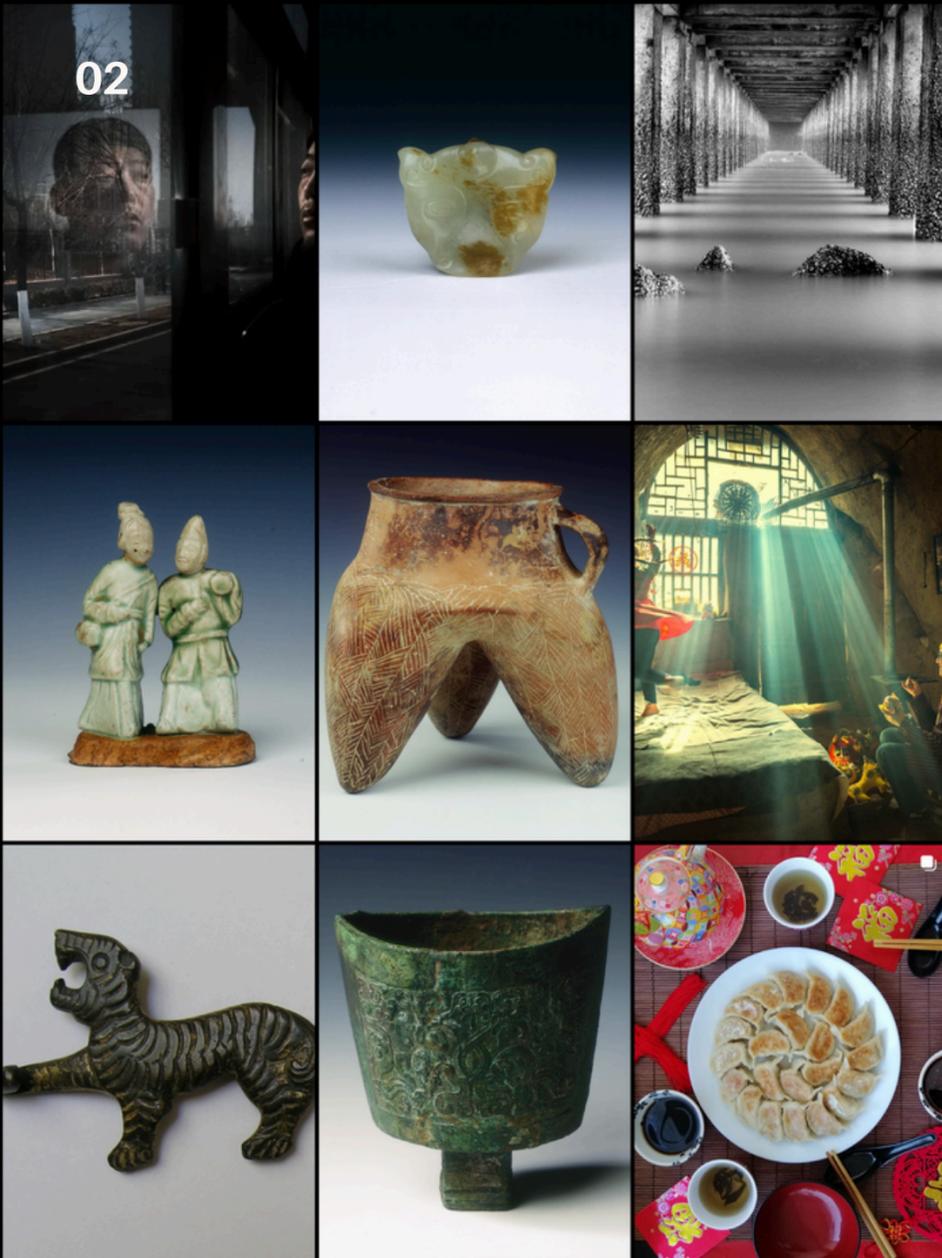
Pipp & Co // *Social Media Manager*

Global Sino Photo Awards // *Social Media Manager*

2018-2022

2022-2025

2022-2024



MUSEUM OF EAST ASIAN ART

Communities Manager

2018-2022

- Social media manager (Instagram, Facebook, X)
- Scheduling on Hootsuite
- Content creation (graphic design, reels, stories)
- Copywriting for socials, newsletters + website
- Managing + training volunteer copywriters
- Website development
- Graphic design and branding
- Online events recording, editing + branding
- Digital strategy and online development
- Co-founder of Audience Development Team

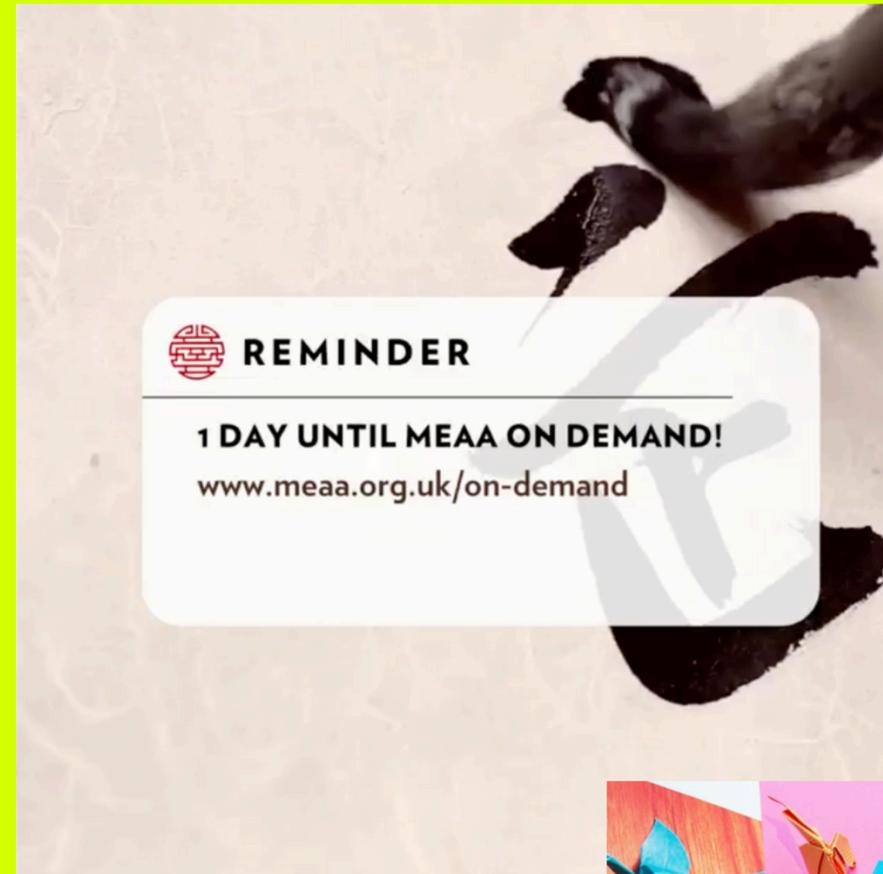
@bathmeaa



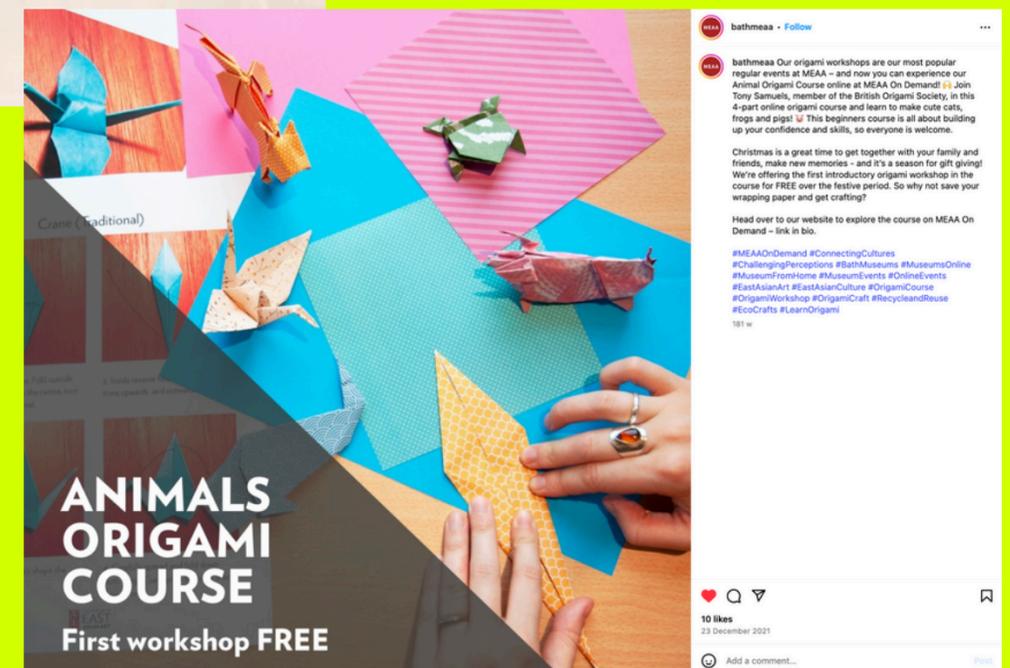
**MUSEUM OF
EAST ASIAN ART**

Audience Development Project // *WECA funded*

- Co-founding Audience Engagement Team
- Engaging and retaining audiences online
- Planning and delivery of 'MEAA On Demand' online events portal
- Liaising with marketing consultant and business development mentor
- Developing e-commerce shop - web design, branding, launching social media channels
- Training social media volunteer team



PROJECT SPOTLIGHT *MEAA*

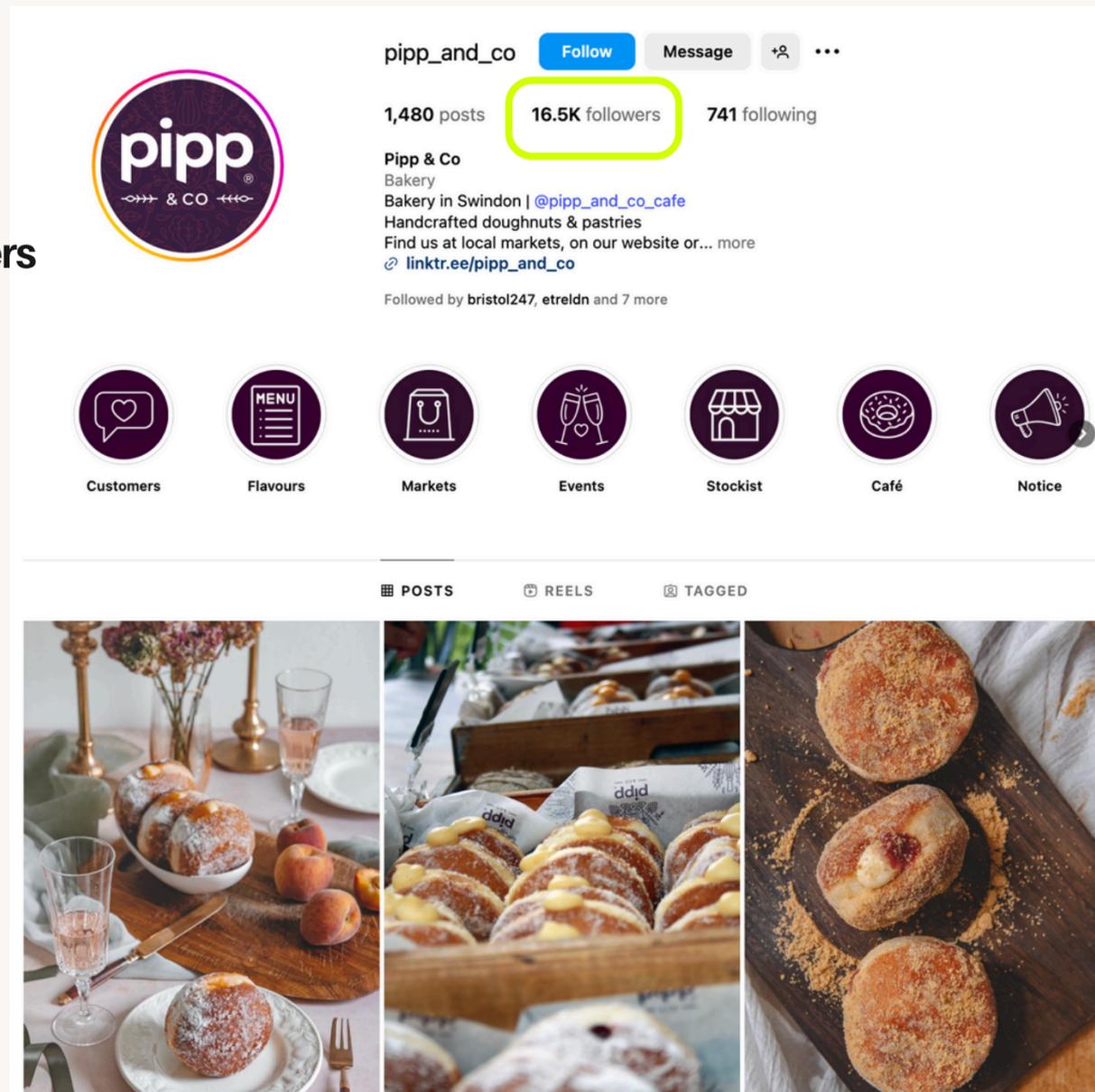


PIPP & CO

Social Media Manager

2022-2025

Branded
highlight covers



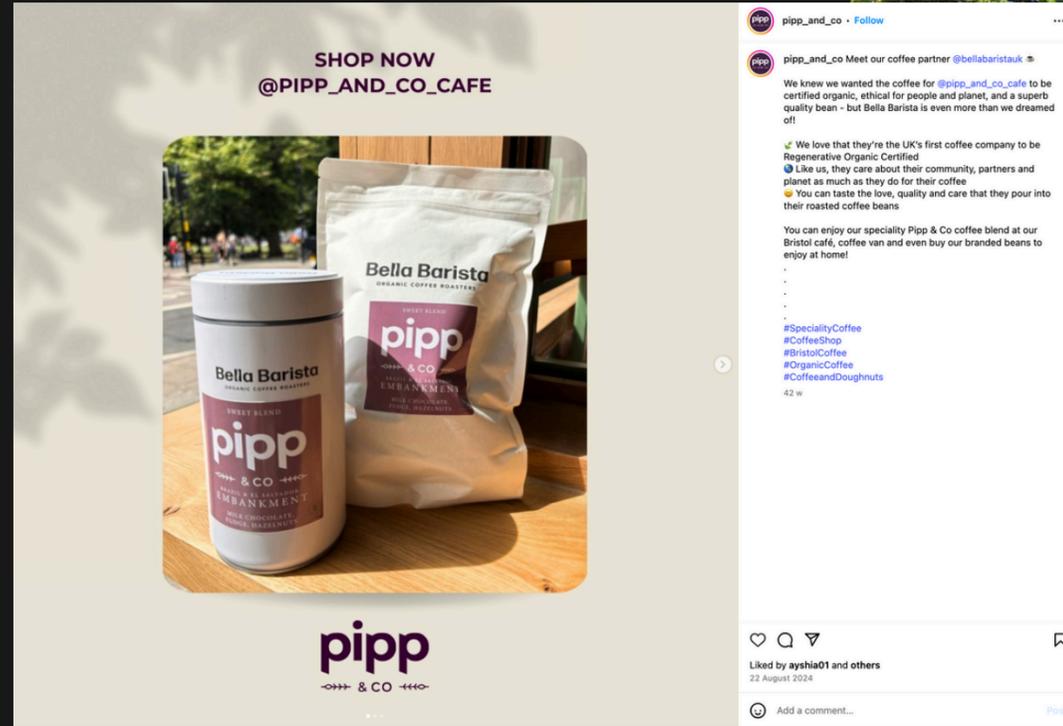
@pipp_and_co



+ 5k followers

Targeted Instagram campaigns
increased engagement and over
5,000 new followers

- ❑ Account manager for Instagram, Facebook, X and LinkedIn
- ❑ Scheduling on Buffer + Later
- ❑ Content creation - posts, reels, stories
- ❑ Marketing campaigns
- ❑ Customer service communications
- ❑ Copywriting
- ❑ Graphic design and branding



SPOTLIGHTING PARTNERSHIPS

"Meet our coffee partner @bellabaristauk ☕"

Rebranding

Managing rebranding as consultant designer in 2023

Storytelling

Sharing the client's journey to take online audiences with them as their business expanded

Engagement

Introducing competitions and interactive content campaigns to increase engagement

Evolving

Responding to new social media trends to enhance reach

Why should you enter the Global SinoPhoto Awards?



Submissions Now Open



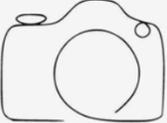
- Winners receive cash prizes and certificates; €1,888 for the overall winner and €288 for category winners
- Winners will receive their Awards at a prestigious ceremony at the British Library
- Winning photographs will be exhibited at FUJIFILM House of Photography during Chinese New Year



Submissions Open



10 September 2022

Entries for the Global SinoPhoto Awards 2023 are now closed



@globalsinophoto

GLOBAL SINOPHOTO AWARDS

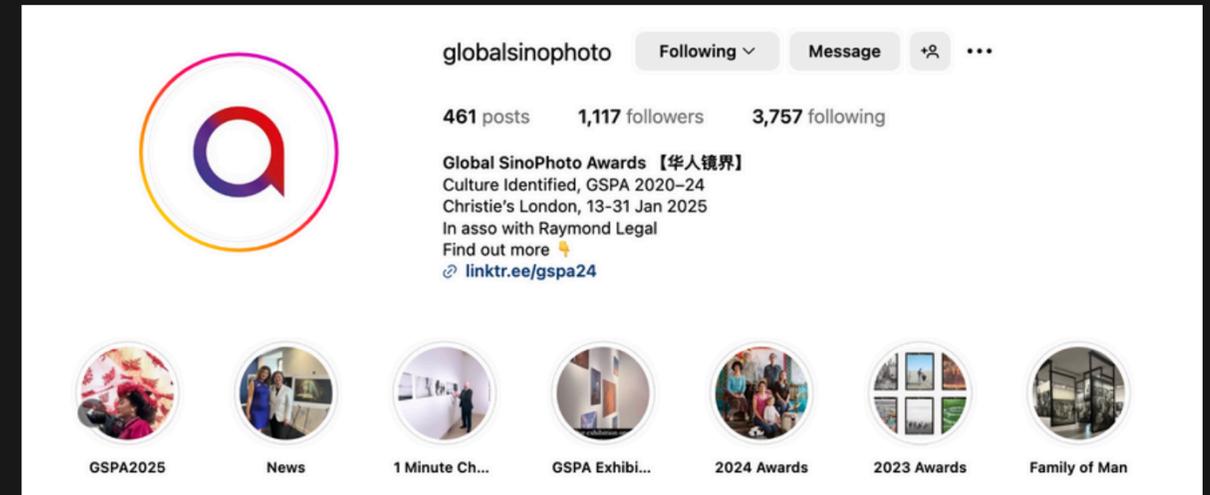
Social Media Manager

2022-2024

- Account manager for Instagram, X and LinkedIn
- Clean, contemporary graphic design
- Content creation - posts, reels, stories
- Engaging copywriting
- Annual competition marketing campaign
- Customer service communications

CLIENT FOCUS

Introducing more behind the scenes content, in stories and reels on Instagram, to share the personal inspiration behind the photography awards.

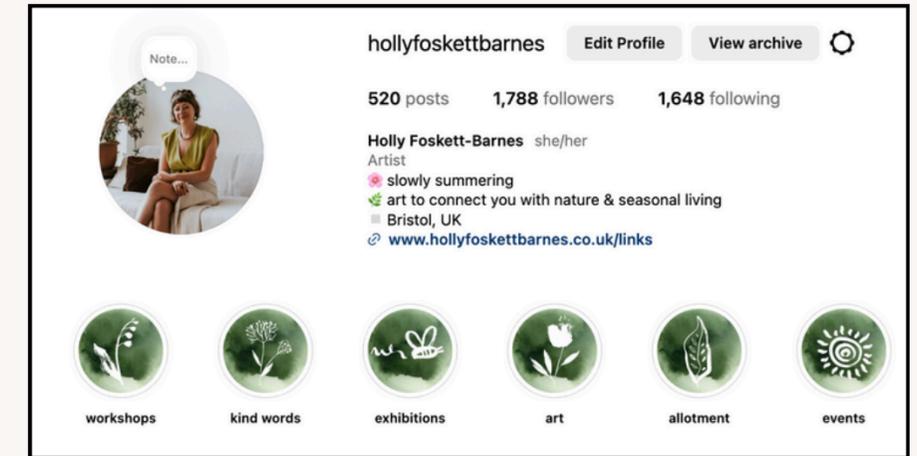
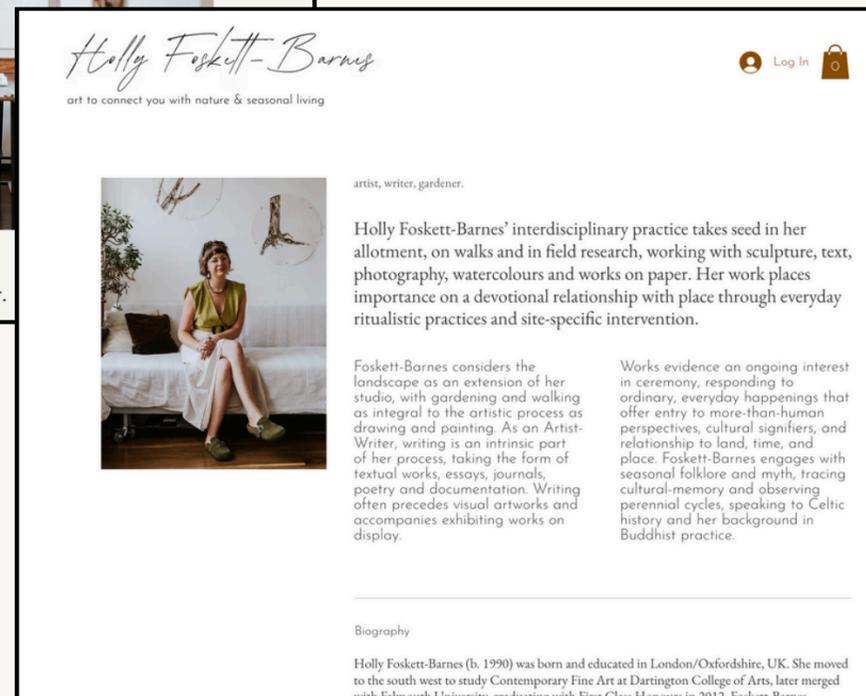
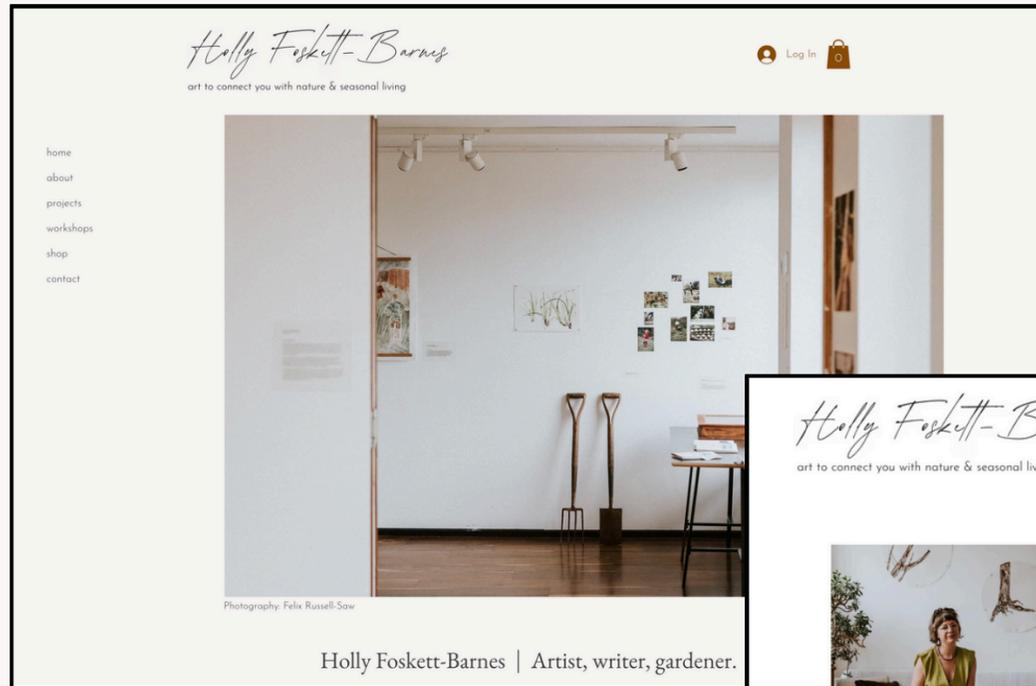


Deeper online engagement allowed us to reach further international audiences and increase brand awareness, reflected in the increased number of applications to the annual photography awards.

HOLLY FOSKETT-BARNES

Freelance Artist and Writer

2014-Present



@hollyfoskettbarnes

- ❑ Social media on Instagram + LinkedIn
- ❑ Content creation
- ❑ Website management + development
- ❑ Copywriting - blog, web copy, social media, newsletters, print marketing
- ❑ Branding and graphic design on Adobe Creative Suite, Photoshop and Canva

THANK

YOU

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