

# Jacob Little

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7 years in marketing, content creation & national journalism alongside PR development in both digital and traditional spheres. Brand communication professional with experience in strategy, designing marketing campaigns and ongoing social media and branding development.

I have recently started [Sowena Media](#) as a home for marketing activities.

Visit [www.jacoblittleportfolio.co.uk](http://www.jacoblittleportfolio.co.uk) for more on my photography and freelance writing activity.

## **Education**

*BA Media Arts. 2:1 – Royal Holloway, University of London (2007 – 2010)*

A Levels at Truro College. (2005 – 2007). 12 GCSE's (3 x A\*, 4 x A, 4 x B and 1 x C).

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## **Recent Employment and Experience**

### **SRA Architects**

**External Communication Manager (Dec 2016 - )**

Working with a medium-sized creative architecture firm in Bath, I am responsible for crafting the external story of the practice and its team members. I develop press and promotion strategies, as well as look after the photography and visual assets to help share the company profile to work alongside carefully put together copy. This in turn feeds into a social media strategy that helps raise the profile of the brand in carefully chosen sectors.

### **Fiasco Design**

**Freelance Marketing Manager (July - Dec 2016)**

Freelance for a set number of days per week – I worked here on digital and traditional PR strategies for Fiasco Design, a small, Bristol based creative agency. Content promotion, internal & external marketing comms, sending of press releases, fostering relationships both on and offline and taking overall management of social media accounts. Have worked with prominent design websites and magazines as well as helped initiate a company cultural and internal communication strategy review.

### **Clifton College**

**Marketing and External Communications Coordinator (Dec 2015 - Oct 2016)**

Taking responsibility of strategic marketing of external communications, including news stories, blog content and social media campaigns. Working with the Head of Department and Director of Marketing on longer term sales campaigns and marketing direction, as well as managing the day to day activities. Strong emphasis on visual, creative and filmmaking elements of marketing – including photographs for new curriculum booklet and frequent video news stories on sports success and academic achievement. Experience selling a high level product and finding and speaking to the appropriate audiences.

## **Freelance Content/Photography**

### **Photographer / Writer and Journalist (Ongoing)**

Working with magazines, blogs, companies and outdoor brands on imagery and stories for local and national publications. Specialise in outdoor living, dying crafts and rural communities. I have been published in Coast magazine, Countryfile, The Ernest Journal, Reclaim magazine and others

Visit [www.iacoblittleportfolio.co.uk](http://www.iacoblittleportfolio.co.uk) for sample of my photography and overview of writing work.

## **Digirank (January 2013 – November 2014 )**

### **Marketing Executive / Account Manager**

In an online, SEO and copy driven role, I was a member of this team during an exciting period of growth and helped shape key strategies for a number of clients.

I solely managed 5 client accounts whilst at Digirank - with which I was in direct contact - adapting and moulding their content, SEO and social strategies based on seasonality, demand and trends. Reporting on keyword rankings, a number of social metrics and website traffic.

This was a vibrant role and I was able to adapt marketing experience to suit the digital environment. I am also responsible for creating infographics, visual content and their associated outreach.

## **Isles of Scilly Travel**

### **Travel Advisor (2010 – 2011)**

### **Marketing Assistant (2011 – 2012)**

Working for a dedicated travel company to a very unique and remote area of the United Kingdom. Selling travel to a luxury, exclusive 'brand' in terms of the Isles of Scilly. Exposure to a wide sector of travellers and enabled me to develop broad marketing, press, communication, negotiation and brand development skills.

- Managing press enquiries from publications.
- Responsible for booking, attending and hiring staff for travel trade shows (good experience in logistics and marketing stock management.)
- Helping look into emerging and new sales and advertising markets.
- Events management – given a budget of £10,000 and created a 75<sup>th</sup> anniversary press event with local dignitaries, speakers and press.
- High degree of prioritisation and time management required in a very busy working environment.

Helped with every aspect of the front line whilst a Travel Advisor – checking in for the Scillonian ferry, helping passengers off, assisting with maintenance, being an on-board representative and providing accurate travel advice.

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## **Personal Interests & Other Attributes**

Ambitious when it comes to looking for and acting upon new interests. Good logistic skills, time management and prioritisation. Confidence in creative decisions and how they may benefit businesses.

Learning to fly at a local flying club. Surfing / outdoor sports.