

# Ella Wredenfors

ella.wredenfors@gmail.com  
(+44) 7814 650 730  
linkedin.com/in/ellawredenfors/  
ella.wredenfors.digital

## CAREER

### **Beauty Bay** — *Senior CRM Executive Operations*

February to April 2018

Managing the design, optimisation and delivery of all marketing email activity.

### **FutureEverything** — *Digital Communications Officer*

August 2017 to February 2018

Managed all aspect of digital communications, including copywriting, website management, email marketing, social media, strategy & GDPR preparation.

### **The University of Manchester** — *Web Officer & Digital Marketing Officer*

September 2013 to January 2017

Worked across website development and content management, social media and online advertising projects for the Faculty of Science and Engineering.

### **Urban Splash, Manchester** — *Digital Manager*

October 2011 to August 2013

Managed all aspects of online communications and brand management.

### **Liverpool Philharmonic** — *Digital Marketing Officer*

August 2009 to October 2011

Managed the orchestra and concert hall's online presence, including the ticketing website, CD shop, social media, email marketing and PPC advertising.

## EDUCATION

### **The University of Manchester** — *MA History of Art*

2007 to 2008

### **Oxford Brookes University** — *BA Hons History of Art*

2004 to 2007

**A Levels** in Art and Media Studies, **AS Levels** in Film Studies, Critical Thinking, Critical Studies and Computing. **GCSEs** in Art, Mathematics, IT, English Literature and Language, Music and Science.

## HANDS ON EXPERIENCE

Digital project management.

Website development and content management.

Content strategy and creation, including copywriting, copyediting, image editing and rich content such as video and podcasts.

Working with designers and developers.

Self taught in HTML, CSS, XML, PHP.

All aspects of email marketing, social media and PPC.

Extensive experience with Adobe Creative Suite, Microsoft Office and Google products.

Communications and project management tools like KANBAN, Slack, Trello, Salesforce and Sharepoint.

SEO and Google Analytics.

Budget holder.

## SELECTED EVENTS

Social Media Cafe Manchester and Liverpool. Ignite Liverpool. FutureEverything. How Why DIY. She Says MCR. Tech For Good. Bar Camp MediaCity. TEDx.

## AWARDS

Best Arts & Culture blog at 2009 Manchester Blog Awards.