



## CONTACT

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## SOCIAL

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### KEY ACHIEVEMENT

Starting in 2013, I helped grow the Earth Touch News Network from a fledgling niche publisher to an established brand within the nature and wildlife media sector. Through carefully crafted multimedia web content and social media activations, website traffic has grown by over 90%.

# Ian Dickinson

## CURRICULUM VITAE

### PROFESSIONAL PROFILE

I'm a competent, creative media scholar, online strategist and social media specialist with ten years' experience producing and curating a variety of material for the web. My professional path has allowed me to engage primarily with content rooted in nature and wildlife, but I have compiled everything from academic writing and marketing copy, to longer-form content across a range of genres. To all of these challenges, I have applied my passion for digital communication, knowledge generation and meticulously crafted content. I have a proven track record for reaching and engaging diverse audiences through both organic and paid campaigns.

### WORK EXPERIENCE

<b>Social Media Copywriter/Strategist</b> Freelance	<i>2020-present</i>
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In early 2020 I began working in a freelance capacity for Jolly Good Digital. My core responsibilities involve the daily maintenance and implementation of social media campaigns for Great Plains Conservation, Great Plains Foundation and Beverly Joubert's online profiles.

#### Responsibilities:

- Conceptualising social media content from idea to implementation
- Daily brand maintenance across all platforms
- Content scheduling through Hootsuite

<b>Social Media Manager &amp; Writer</b> Earth Touch News Network	<i>2013-present</i>
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I am responsible for the daily maintenance and implementation of social media campaigns, as well as all digital content for the Earth Touch News Network – a multimedia company that focuses on natural history and wildlife.

#### Responsibilities:

- Maintaining brand reputation across social media platforms
- Researching, writing and editing engaging content for the web
- Designing, implementing and tracking social media campaigns
- Creating regular email newsletters

<b>SEO Exec &amp; Web PR Producer</b> Hot Salsa Media	<i>2012-2013</i>
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I was tasked with handling the digital marketing campaigns of a number of clients, from First Car Rental to the Hospitality Partners Association of South Africa.

#### Responsibilities:

- SEO, SMM and brand development
- Implementing marketing strategies for a range of clients
- Researching, compiling and optimising web content

## SKILLS

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- Competent in compiling and running social media campaigns with a focus on audience engagement and growth
- Comfortable writing and editing a variety of content from marketing copy to feature articles
- Accomplished writer with a portfolio that includes blog posts, copy for social media platforms, feature articles, and more
- Experience implementing paid social media campaigns
- Competent using a broad suite of web-based tools and interfaces including Wordpress (and other CMS systems), MailChimp, Google Analytics, Hootsuite and all major social media platforms
- Proficient on Adobe Photoshop and Lightroom
- Competent in analyzing and reporting on Google Analytics data
- Proficient on Mac and PC

## REFERENCES

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Stephen Embleton  
Former Online Manager  
Earth Touch News Network  
086 589 2960  
stephen@embleton.co.za



Brian Palmer  
Director  
Jolly Good Digital  
083 415 1477  
brian@jollygooddigital.com

## WORK EXPERIENCE (continued)

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<b>Junior Web Publisher</b> Earth Touch	2010 - 2011
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As a junior member of the Earth Touch family I was required to upload content to the website and YouTube channel, while also working with the team to create optimised content for the blog.

Responsibilities:

- Researching and producing optimised content for the blog
- Uploading video content to the CMS and YouTube
- Proofreading/editing blog content

<b>Media Tutor</b> The University of KwaZulu-Natal	2007-2010
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While studying my postgraduate degree, I took on the role of tutor for undergraduate students.

Responsibilities:

- Facilitating tutorial groups
- Writing module material when necessary
- Marking and assessing assignments

## EDUCATION

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**Social Media: Application and Best Practiee** 2012-2012  
Quirk Education (Online Course)

**Bachelor of Social Sciences Masters Degree** 2008-2010  
University of KwaZulu-Natal

**Bachelor of Social Sciences Honours Degree** 2007-2008  
University of KwaZulu-Natal

**Bachelor of Social Sciences Degree** 2004-2007  
University of KwaZulu-Natal

## HOBBIES & INTERESTS

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- Birding
- Trail running
- Hiking
- Camping
- Photography
- Beer brewing
- Reading
- Playing music