

EMMA TOWNLEY

MSc, CDMS-SMM



CONTACT

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PROFILE SUMMARY

Certified Digital Specialist with an **MSc in Marketing** and 10+ years of experience across higher education, health, and media. Proven track record in developing integrated social media strategies, managing and creating multi-channel content, and building brand partnerships.

EDUCATION & CERTIFICATIONS

- **Certified Digital Specialist** (Social Media) | Digital Marketing Institute (2021)
- **MSc Marketing** | Solent University, Southampton (2019)
- **BA (Hons) Film Studies** | Solent University, Southampton (2012)

TECHNICAL SKILLS

- **Digital:** Social Media (Organic/Paid), SEO, Web Analytics, Email Marketing, Content Strategy.
- **Creative:** Photography, Videography, Film Editing, Content Creation, Brand Management, Web Design.

SELECTED HIGHLIGHTS

- **Awards:** Micro-Influencer of the Year (2021), Photo of the Year Runner-up (2020), Solent Mind CEO Recognition (2017).
- **Ambassadorships:** Southampton FC Community, Rainbow Saints, and Time to Change Champion.

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA AND MARKETING MANAGER EVMT ProgRes Limited | Mar 2026 - Present

- **Expertise:** helping to guide businesses in effectively utilising social media and digital marketing to align with their goals and needs.
- Offering comprehensive strategies and content creation, as well as expert advice on maximising marketing efforts.

SOCIAL MEDIA OFFICER

Arthritis UK | Jan 2023 - Mar 2026

- **Engagement:** Managing multi-channel social presence to drive awareness and support for the health community.
- **Content:** Creating and scheduling high-impact digital content tailored to diverse audience segments.
- **Partnerships:** Collaborating with celebrities and community partners to deliver interactive, educational content that increased brand awareness and support engagement.

SOCIAL MEDIA AND CONTENT COORDINATOR

Solent University | Dec 2019 - Dec 2022

- **Strategy:** Developed and implemented the University's first department-wide social media strategy.
- **Content:** Managed official social channels and paid social activity, ensuring all output met brand requirements.
- **Collaboration:** Partnered with Internal Comms and Marketing teams to execute cross-functional campaigns.
- **Project Management:** Led stakeholder briefs and managed the content calendar to deliver projects on time and within budget.

SALES AND MARKETING MANAGER

EVMT ProgRes Limited | Feb 2018 - Nov 2024

- **Partnerships:** Executed the Project LookUp strategy in collaboration with Community First Wessex.
- **Optimisation:** Aligned marketing, sales, and IT processes with corporate objectives to drive brand consistency.
- **Design:** Created a fresh, new website that reflected the brand and outlined core objectives of the company.
- **Market Research:** Conducted competitive analyses and market research to identify segment opportunities.

MARKETING MANAGER

Harbour Lights Picturehouse | Oct 2009 - Oct 2015

- **Growth:** Optimised profitability and drove product line growth from concept through full life cycles.
- **Demand Gen:** Managed web-based campaigns and national marketing strategies to maximise outreach.
- **Leadership:** Provided strategic support and detailed analysis for senior leadership regarding new business.