

EMMA TOWNLEY

MSc, CDMS-SMM



CONTACT

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Certified Digital Specialist with an **MSc in Marketing** and 10+ years of experience across higher education, charity, and media. Proven track record in developing integrated social media strategies, managing and creating multi-channel content, and building brand partnerships; as well as working across comms for internal, external and stakeholder partnerships.

EDUCATION & CERTIFICATIONS

- **TQUK Level 2 Certificate** in Introducing Caring for Children and Young People qualification
- **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, Online Case Studies, News Stories.
- **Creative:** Photography, Videography, Film Editing, Content Creation, Brand Management, Web Design, Multimedia Storytelling.

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

MARKETING AND COMMUNICATIONS MANAGER EVMT ProgRess Limited | Mar 2026 - Present

- **Expertise:** Helping to guide businesses in effectively utilising social media and digital marketing to align with their goals and brand. Offering strategies and content creation, as well as expert advice on optimising marketing efforts. Responsible for marketing and comms activities, including social media where needed. I also manage the Company's school and university liaison and ensuring and continued management of partnerships and sponsorship programmes.

SOCIAL MEDIA OFFICER

Arthritis UK | Jan 2023 - Mar 2026

- **Engagement:** Managed multi-channel social activities to drive awareness and support for a wide scope of audiences, both within the community and outside of it.
- **Content:** Created and scheduled engaging digital content tailored to diverse audience segments. Worked closely with stories officers to champion people with arthritis and share their stories through blogs, news pieces and social media content pieces.
- **Partnerships:** Collaborated 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 executed the University's first company-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 interdepartmental campaigns.
- **Project Management:** Led stakeholder briefs and managed the content calendar to deliver projects on time and within budget.

SALES AND MARKETING MANAGER

EVMT ProgRess Limited | Feb 2018 - Nov 2024

- **Partnerships:** Created and executed the Project LookUp strategy in collaboration with Community First Wessex.
- **Optimisation:** Aligned marketing, sales, and IT processes with corporate objectives to drive brand awareness.
- **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.