

Claire M Roper

Experienced digital content and social media specialist who can work closely with the creative teams to develop and deliver the strategic digital content and social media framework for your brand across the globe.

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I started my career as a window dresser for a women's fashion chain, using my design and creative skills to produce exciting window and In store displays. I then used those creative skills and moved into marketing, and in early 2007 found a passion for digital and social, loving all aspects of digital marketing, I'm a social media and thought leadership champion and understand how the latest digital marketing solutions and techniques can be successful across industry. I bring enthusiasm, leadership, inspiration and digital expertise to deliver successful digital campaigns. I have extensive experience with paid and organic content and can provide leadership on how best to tell your stories online.

EXPERIENCE

2019 - Present, Principal Communications Advisor - Design and Digital: Porirua City Council

A strategic part of the Communications team, I'm responsible for creating a community focused digital marketing strategy. Manage effective internal processes to create and deliver digital content across the web and social media channels. Create strategic alignment with stakeholders in Porirua, including youth, Maori and Pacific communities. Creation of a social media strategy focused on community engagement

- Lead the strategic development of the digital marketing strategy for Porirua City Council
- Managed the Social Media Coordinator and the Graphic Designer
- Created the overall strategy for social media platforms, Facebook, Twitter, LinkedIn and Twitter
- Implemented social media guidelines across the business
- Managed the Website development and strategy
- Lead the content strategy for social media
- Established relationships with stakeholders across the business
- Part of the team establishing Love Local - Porirua strategy
- Developed the digital and social media strategy for COVID-19
- Worked with stakeholders to implement Consultations online

ACHIEVEMENTS: COVID-19 Digital Strategy | [Love Local - Porirua](#) | Porirua City Council Digital Strategy

2018 - 2019, Global Head of Content

Responsible for building an organised and compelling global content strategy. Manage effective internal processes and delivering digital content utilising knowledge from; business solutions and strategy, industry trends, customer insight and competitor analysis. Producing content which is best in class.

- Robust and compelling digital global content strategy
- Managed global blogging programme which incorporates talent and influencers across the business
- Influence and identify the most effective ways of working with internal teams and specialist partners to produce content
- Created a content matrix which formed the framework for the Digital Content Hub
- Enhancing new and exciting website content through employee feedback, customer insight, website analysis
- Governance of digital platforms: Blogging platform and Content Hub
- Internal distribution plans to create employee engagement with all digital assets
- Produce detailed reports of performance from across the global content portfolio
- Ensure best practices for content creation, distribution and repurposing
- Tracking and analysing content metrics, ensuring ROI is delivered
- Worked closely with Graphic Designer and Video production teams to develop content
- Managing partnerships with content distribution channels, affiliate sites and industry levels
- Understanding customer base, creatively writing impactful content for blogs and digital assets
- Identify new commercial opportunities for content strategy
- Managing content freelancers, journalists and researchers
- Produce; ebooks & guides, infographics, video, blogs, product sheets & case studies, white-papers and research documents

- Project lead for the Modern Workplace 2019/20 Research Report
- Working strategically with the Global Events Director to produce thought leadership content to global events
- Keep up to date with best practice in digital communication
- Ensures compliance with best-practice web accessibility guidelines and that content is optimised for search
- Produce and develop bespoke projects and solutions to help clients engage their target audience
- Created a Technical Hub Video series
- Worked closely with the PR agency to generate industry focused articles
- Created and hosted internal workshops on the fundamentals of content, social media, introduced new assets globally

ACHIEVEMENTS: Social Media Recruitment Strategy | Condeco Research Paper | Content Hub | Women In Technology

2019 - Present, Poopology Podcast Co-Host

The brainchild of Eve Laws, Poopology Podcast brings together women of all shapes, sizes, backgrounds and colours to discuss the trials and tribulations of being a modern warrior woman. Special guests and regular friends will join host Eve Laws and myself as the co-host. We laugh, chat and giggle our way through discussions, from the 'shitty' to the lighter side of life poopologypodcast.com

2017 - Present, Social Media and Digital Communications Manager: Condeco Software.com

Reporting directly to the UK, Middle East and Africa Marketing Director as the Social media and Digital Communications lead for the UK, responsible for the strategic design, implementation and management of on-line communication strategies targeting specific customer base through account based marketing, industry leads, partners and alliances. Social media strategy and content creation is a key part of this role.

- Devised and delivered Condeco UK's digital and social strategy, including high-impact content campaigns across industry, events and digital channels
- Researching and reporting on social platforms using the strategic positioning, audience research, and ongoing feedback to set the priorities for each campaign and change and adapt to improve creative content results
- Management of social channels and their continued operation from data collection, paid distribution, and governance of our country network of local channels.
- Grown the UK Twitter channel to extraordinary proportions, increasing impressions, followers and engagement levels.
- Developed a thought leadership content plan and strategy based on relatable topics, trends and internal talent
- Participation in writing and editing thought leadership articles
- Partner enablement: creating relationships both online and offline with partners and suppliers to establish stronger social relationships and adapting social media strategy to suit
- Sought out and formed relationships with social influencers internally and externally
- Created and delivered a series of social media workshops across the UK teams, including the senior leadership team
- Reported and presented social solutions to the Senior leadership to create high impact campaigns across industry and teams
- Increasing engagement on social channels - *generated over half million Twitter impressions for April 2018*
- *Researched* new content opportunities across emerging platforms, technologies and media owners
- Brief the creative team on requirements that meet the campaigns strategic objectives
- Managed the relationship with media agencies to deliver high impact content
- Managed an internal team to deliver social and digital results for all UK campaigns
- Mentored the Marketing Executive in all aspects of digital and social

ACHIEVEMENTS: [Women In Technology](#) | [UK Thought Leadership Programme](#) | [Case Study Video](#) | [EBook: Workplace Trends](#) | [Innovation Forum](#) | [LinkedIn Workshops](#) | [Twitter Growth](#)

2016 – 2017 Social, Digital, Content and Web Consultant: ClaireRoper.com

I love social and digital content and thrive on working on many different projects. Working as a consultant I specialised in social media and digital strategy, content creation, digital campaigns, and thought leadership. I've worked on many successful social and digital projects, from workshops, consulting, digital auditing and mentoring to just about everything in between.

- Created an evergreen roadmap, and seasonal content strategy for all digital channels, including social, blog and website for a London based charity, FutureVersity, as well as a 12-month digital marketing plan highlighting the summer programme.
- Website Design and consultation for digital retail expert, Christiana Petrou
- Worked closely with a London based advertising agency, training the team on social media workshops, including putting the team to the test with my '50 Shades of Social Media' workshop.
- Provided eCommerce website solutions and social media strategy for a Start-Up women's fashion designer
- Invited to the IoT in Retail event, hosted by ERP News and created content post event
- Advised a family run B&B business in France, providing eCommerce solutions, social media strategy, booking system, and a solution for language options.
- Created a detailed social media report for a London based PR Agency to help them understand their customers Facebook Page

- Produced Personalised LinkedIn strategies for business, executives and entrepreneurs wanting to enhance their LinkedIn Profile

ACHIEVEMENTS: [Infographics](#) | [Website Design](#) | [IOT in Retail](#) | [Powerpoint Slides](#)

2013 - 2016 UK Digital and Social Lead: DXC (formally CSC)

Reporting to the European Marketing Director as the Digital and Social champion, I worked with a global team across industry. I understood all aspects of social and digital, as well as how new digital and social solutions could be successful. Raised awareness of social media internally, by creating successful social & thought leadership workshops.

- Worked as the SME on the Virgin Trains digital transformation account
- Worked with leadership teams to define the customer journey across all UK channels
- Develop close working relationships with technical teams, customer care teams, country social media managers, brand & marketing, and the business segments
- Content creation across all digital channels
- Presented frequently to executives to gain widespread support for social and digital strategies
- Advised the management team on social and digital trends
- Reporting and measuring of all digital and social engagement
- Worked with key stakeholders to influence social media and ensure KPI's are met
- Ensured all social and digital activity is attributed to lead generation campaigns
- Advised the HR Team with talent acquisition
- Managed the digital communications strategy
- Content creation for industry specific campaigns
- Managed the UK Thought Leadership strategy
- Created and delivered a social media training programme which was rolled out across the UK

ACHIEVEMENTS: [Valentines Day Social Media Campaign](#) | [Thought Leadership Programme](#) | [Easter Tweets](#) | [Graduate Think Tank](#) | [Virgin Trains](#) | [Partnering with LinkedIn](#)

2012 - 2013 Head of Social Media and Digital Marketing: SoLX Consulting

Reporting to the CEO, I oversaw the delivery of digital and social campaigns, I was responsible for managing the digital marketing team as well as driving multiple projects and programs to successful completion. I worked extremely closely with the Technical Services team to support new business and account development.

- Managed the UK marketing team and suppliers
- Live demonstration of Facebook and salesforce integration at a customer event
- Sought out and formed relationships with social media influencers both internally and externally
- Created a social campaign called "The Chatter Challenge" which was taken up by salesforce.com
- Created a social media and salesforce integrated solution for customers
- Advised on CRM and social media activities
- Manage and nurture thought leadership and establish new influencers that fit the brand and appeal to audiences
- Created the social and digital strategy
- Worked with key stakeholders to influence social media and ensure KPI's are met
- Reporting and measuring of all digital and social engagement to the senior leadership team
- Advised the senior leadership team on the latest social and digital trends and how best to implement
- Content creation across all digital channels

ACHIEVEMENTS: [Chatter Challenge](#) | [Facebook Salesforce Integration](#) | [Customer Event](#)

Further employment history

2011 - 2012 Maternity Leave
 2009 - 2011 Digital Marketing Executive: Jefferson Wells
 2008 - 2009: Travelling
 2007 - 2008 Digital Marketing & Events Executive: MiNC Property
 2006 - 2007 Team Secretary and Events Coordinator: Jones Lang LaSalle
 2003 - 2005 Office Manager: PGDR ITO

Please see my [LinkedIn Profile](#) for further Employment History

Skills

social media strategy, content creation, digital campaigns, blogging / thought leadership, social media, public speaking, web design, workshops, consulting, digital auditing, story teller, paid and organic digital campaigns, digital customer experience, operate within budgetary and timeline constraints, communicating value propositions, experience in designing digital products/digital propositions, experience in the innovation and design of new digital innovations, relationship management skills

Digital Solutions / Programmes

- CRM ([salesforce.com](https://www.salesforce.com) | Hubspot)
- Email Marketing (MailChimp | Survey Monkey | [salesforce.com](https://www.salesforce.com))
- Social Scheduling (Hootsuite | Buffer | Meltwater | Adobe | Hubspot)
- Analytics (Adobe Business Catalyst | Google Analytics | [salesforce.com](https://www.salesforce.com))
- Graphic Design (Canva | Photoshop)
- Website Creation (Wix | Weebly | Customised CMS)
- Marketing Automation ([salesforce.com](https://www.salesforce.com) | Hubspot)
- HTML
- Thought Leadership (Blogger | Wordpress | Customised CMS | Hubspot)
- Video Creation (Powtoon | VideoScribe | Splice)
- Collaboration Tools (Slack | ScribblePost | Chatter)
- Social Media Advertising (Facebook | LinkedIn | Twitter)
- Infographics (Easelly | Canva)

Education

- HLC, Levin: Business Administration Level II - 1999
- Wilberforce 6th Form College: A Levels English, Maths, Office Studies, Drama - 1994
- Otaki College, School Certificate: English, Maths, Geography, Science 1993