



Timothy Poulton

Community & Social Media Manager
Digital Marketing ■ Content Creation

MY BACKGROUND

Enthusiastic and creative digital marketer and content creator with solid problem solving skills. I believe my strengths lie in my creativity and my ability to collaborate and adapt to new challenges. I'm a fast learner and excel at the use of all software tools needed for this role including adobe creative suite, Google Analytics, Facebook Business and Canva

SKILLS

COMMUNITY MANAGEMENT

DIGITAL MARKETING CANVA SHOPIFY

CONTENT CREATION BRANDING

WRITTEN COMMUNICATION TIK TOK

SOCIAL MEDIA MARKETING CHATBOTS

ANALYTICS & REPORTING INSTAGRAM

ADOBE CREATIVE SUITE

REFEREES

CLUB 77
Dane Gorrel (Director) / 0404 093 703
dane@seventyseven.com.au

RATTLESNAKE MOTEL
Jon Micallef (Director) / 0417 997 153
jonny@rattlesnakemotel.com

EVOLVE MEDIA LLC
Joel King (Managing Director)
0499 081 116

CONTACT

✉ tim@timothypoulton.com

☎ +61 432 023 172  @timothypoulton

 @timothypoultonco  www.timothypoulton.com

CAREER OVERVIEW

COMMUNITY & BRAND MANAGER CLUB 77 | 2019 - PRESENT

- Managed all aspects Club 77's social media, including content creation, scheduling, post monitoring, ad buying and reporting
- Created and monitored Club 77's Google Business profile
- Used content creation strategy to increase organic Instagram follows
- Aligned Club 77's image and branding through content strategy that included design aesthetic and video content
- Dramatic increase in growth and engagement across all owned social media channels using non-paid, organic content strategies only

DIRECTOR / MARKETING MANAGER RATTLESNAKE MOTEL | 2017 - 2019

- Managed all aspects Rattlesnake Motel's social media, including content creation, scheduling, post monitoring, ad buying and reporting
- Used customer surveys to identify key customer demographics
- Using this information I was able to implement a social media content and marketing strategy suited to these customs, leveraging their interests to increase engagement and then capitalising on that to build a large community of loyal patrons
- This strategy increased early trade, return patronage and led to Rattlesnake being voted #1 Club on the Gold Coast in 2018 by the Gold Coast bulletin

SALES AND INTEGRATION MANAGER EVOLVE MEDIA LLC | 2015 - 2017

- Responsible for creating and Implementing social media content strategies and activations into website advertising campaigns
- Responsible for all marketing campaign and social media analytics reporting
- Developed digital activations used to drive client website and social media engagement
- Negotiated on going marketing campaign deals and social media integrations with a variety of major Australian Festival and Record labels including Big Day Out, Splendour in the Grass, Laneway Festival, Universal Music and Warner

HEAD OF DIGITAL MARKETING ATP FESTIVAL & ATP RECORDINGS | 2013 - 2015

- Managed all aspects of event social media, including content creation, scheduling, post monitoring, ad buying and reporting
- Events included Jabberwocky Festival (London, 2013), ATP Iceland (Reykjavik 2013, 2014), ATP Stage Primavera Festival (Barcelona 2013, 2014), ATP Stage Primavera Festival (Portugal 2013, 2014), OFF Festival (Poland 2013) 'Only Lover Left Alive' Film Premiere with Tom Hiddleston & Jim Jarmusch (New York 2013) Glen Friedman Photography Exhibition (London 2014),
- Introduced organic content strategies to increase ticket sales
- Successfully managed scheduling social media content across multiple time zones in multiple countries

NOTEABLE ACHIEVEMENTS

- I conceived and developed a responsive, multi UI DJ Song Request program called Request Control. It's used for collecting data and increasing engagement at businesses who utilise DJ entertainment
- I'm a former member of the 'Purple Sneakers DJs'. Touring all major Australian festivals and also releasing two compilation albums through Inertia Records
- I've recently started a business in my spare time automating Instagram accounts for DJs and small businesses to increase follower growth and engagement