

ERIN HYLAND

social media content producer

Social-first content producer with 4+ years of experience in social media management and content creation. Having graduated with a MA in film and television, specialising in production, screen-writing, audio-visual criticism and independent cinemas, I now focus on digital video content creation, combining my professional social media experience with my education. My work is highly imaginative, thoughtful, as well as trend-aware, and I am excited by digital spaces and the challenge of their continuously evolving nature.

PROFESSIONAL EXPERIENCE

2022 - present Instagram Content Creator My Baba, London

- I have worked with My Baba since August 2022, growing their Instagram following +25% to 15.5k.
- My responsibilities include weekly **content creation** (posts, reels, stories) to promote articles and web content, as well as **paid product promotion** with brand partners and monthly social competitions, daily **page management** and engagement with the My Baba community and monthly **strategy** based on trends and analytics.

2018-2023 Social Media Manager Elemental Health, Remote

- I led social on Elemental Health for a number of years, building their social media platforms, providing weekly video and image **content creation**, social **strategy** and **page management** in order to build a niche community in the youth mental health field and reach potential clients and customers.

2019 - present Freelance Content Producer & Social Media Strategist @social_self_

- I set up as a freelancer in 2019 and have worked with a range of organisations across industries, such as media and television (ITV, My Baba), art and design (Art at Home, Typespire) and more.
- Working on both long and short-term projects, I've nurtured and grown accounts, with a community and content driven approach.

FURTHER EXPERIENCE

I have undertaken internships with **Sky Cinema & VR** as well as with **Retort Productions** (scripted comedy at Fremantle Media UK), between 2017 and 2019, working as a **junior research assistant**. I have also worked as a location runner with **Funfair Films** in 2019 on *Tenet* (Christopher Nolan, 2020), and as a **talent runner** on Sky Cinema's live coverage of the 2018 *Oscars*. In addition to this, I have worked professionally as an actor since 2016, shooting television (*BBC Casualty*, *CBBC Sparklers*), commercials (*Max Factor*, *McDonalds*, *Samsung*) music videos (*Maisie Peters 'Psycho'*) and feature films (*This Time Next Year*, *Nick Moore*).

SKILLS

- Filming & editing (Final Cut Pro)
- Visual asset creation (Procreate / Canva) and photo editing
- Content ideation
- Data-led strategy and analytics
- Digital copywriting
- Presentation & pitching
- Social media management
- Web design and branding

EDUCATION

University of Glasgow

2019 - 2023

- Graduated June 2023: MA in Film & Television Studies.
- Recipient of the Mary G Ross Prize, 2020.
- Women's Football Team Captain, 2021.

CONTACT

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