Ruby Ashdown

Social Media Manager

Contact

Manchester
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Skills

- Sprout Social, Meta Business Suite and TikTok Ads Manager
- Premiere Pro, CapCut and Canva
- Google Analytics 4 and monthly reporting
- Community management and complaint handling

Profile

Social media manager with five years in agency and in-house roles, the last three running a coffee brand's channels across Instagram, TikTok, Facebook and LinkedIn. Plans campaigns, films and edits reels, answers the community and reports what worked each month. Looking for a social media manager role with a larger brand.

Experience

Social Media Manager

Copperline Coffee Roasters, Manchester · 2023–present

- Grew Instagram from 18,000 to 52,000 followers in two years with a weekly content plan and three seasonal campaigns a year.
- Film and edit reels in Premiere Pro and CapCut; the autumn launch reel reached 410,000 accounts.
- Plan and schedule posts for four platforms in Sprout Social and answer comments and messages within four working hours.
- Report reach, saves and link clicks to the marketing director each month, and drop formats that do not perform.
- Plan launches with the marketing and café teams, including the loyalty app's first month on social.

Social Media Executive

Brightwell Digital, Manchester · 2020–2023

- Ran social channels for six clients in food, retail and leisure, from content calendars to monthly reports.

Qualifications

CIM Level 4 Certificate in Professional Marketing

2024

BA (Hons) Digital Media and Communications, 2:1

2020