

Eve Dodd

I am a competent all-round marketer who succeeds in all aspects of branding, marketing and socials. I am most capable in branding and tone of voice work, expertly understanding and executing a client's specific needs from their marketing platforms through both in house and external teams; my communication skills can handle any necessary requirements per brand.

Experience

Marketing & Brand Manager, Get Baked, Jan 2026 - Present Brand & Marketing Manager, Jan 2025 - Jan 2026 (Freelance)

@getbakeduk

Led brand and marketing for a cult UK bakery, scaling a disruptive, content-first challenger brand. Controlled cross-business workflows, socials, content, emails, print, packaging and e-commerce.

- **Increased average engagement** by +20% per post (comments and reach), driving stronger audience interaction and organic growth.
- **Achieved conversion rates** of up to 14% on sale-led posts, turning social engagement directly into revenue.
- Defined a bold, distinctive **brand voice** that cut through the market and built a highly engaged following.
- Delivered **high-performing campaigns** and product drops that consistently drove traffic spikes and sell-outs.
- Secured and delivered **high-impact collaborations** with Fortnum & Mason, Pollen Bakery, L'Oreal, and Silvers Deli - owning all outreach, negotiation, and contracts end-to-end.
- Set up correct proceedings for **future collaborations** with The Walt Disney Company, Gelato Messina and Lannan Bakery.
- Project managed **successful activations** such as collaborating with Silvers Deli, from pitching decks to negotiating contracts.
- **Supervised** the social content of a new store opening in Manchester.
- Led a **content-first strategy** focused on virality, cultural relevance, and shareability, reducing reliance on paid media completely.
- Maintained a **consistent, recognisable brand** across all channels and commercials including managing a personal voice (Rich, owner).

Marketing & Social Manager, Crossfader, Jun 2024-December 2025

@wearecrossfader

Spearheaded an international educational outlier in the music, DJ and event industry. I manage the planning, creating, strategy and scheduling of all content across platforms, such as YouTube, TikTok, Instagram, Discord and Threads, as well as email, e-commerce and activation work.

- **Project management** across brand and collaboration projects, such as leading names in DJ software, controllers and artists.
- **Experienced in video and content editing** via CapCut tailoring format and tone to meet requirements for each platform and its audiences.
- Have avid **experience in podcasting**, both script writing and public speaking of such media.
- **Community management** and engagement through Threads (+35% engagement), Discord (+10% conversion) and YouTube Community.
- **Scripting, executing and posting** all social content based on platform, reactive nuance and brand.
- **Metrics** for @wearecrossfader: Instagram: 253K, TikTok: 350.9K, YouTube: 656K

Social Media Manager, Last Sun Dance, March 2025 - Present

@lastsundance

I stepped into the first marketing and branding strategist role for Last Sun Dance, a local bouldering gym in Leeds. I run their social media and branding outlook for all three branches of LSD Club; LSD Bouldering, LSD Padel Club and the newly published Laundry Club (clothing and merchandise).

Contact Information

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Education

MA Politics, Newcastle University (2020-2021): Distinction

BA History, Newcastle University (2017-2020): 2:1 with Honours

Skills

Copywriting & Proofreading

Graphic Design: CapCut, Canvas, Adobe InDesign and Creative, Figma.

Data Analysis & Reporting: PowerBI, YouTube Studio, Internal Google Tools, TikTok Analytics

E-commerce, Shopify

Project Management: Asana, Jira, Origin

Email Marketing: Edelweiss, Mailchimp, Kit

Social Media Scheduling, Hootsuite, Later

Social Media Creation & Management: YouTube Shorts, Instagram Reels, Instagram Stories, TikTok, Pinterest

Community Management

Lo-Fi Video Production & Editing

Brand Marketing

Trend Analysis, Google Internal Analytics, Meta Business Suit

- **Campaign and evergreen control** of all content; conceptualising, scripting, executing, scheduling and data farming to learn from engagement.
- **Activation management** across multiple strands of Last Sun Dance, including collaboration management with RAB and Tenzing, leading to membership uptick of up to 33% (non-member to member from event).
- **Branding and tone** work to create a trusted platform for climbing content as well as genuine relatability throughout the climbing community.

ASDA George, Strategy Manager — March 2025 - December 2025 (Freelance)

Strategizing, planning and activating omni-channel campaigns for a corporation branch of ASDA, including activity across social media (c3000 followers) to email (100k + plus mailing list).

- **Email marketing strategy and execution**, using Google Analytics platform and e-commerce for online optimisation.
- **Campaign strategy and planning** for influencer events and campaign releases.
- **Communication management** between in house and external teams.
- **Brand marketing**, including creating content to brand guidelines while remaining reactive and on trend.

Marketing Strategist, 1021 Creative LLC, Sep 2022-Apr 2024

Working directly with YouTube's Culture and Trends Team through the YouTube Platform to manage the UK's Trending Page and build the Short algorithm by identifying and tracking social media and cultural trends. A key facet of this position was an understanding of internet culture and social media trends, with a keen eye for predicting trends.

- **Project management** across brand and audience focused projects, driving communication and critical paths by engaging internal working groups and the YouTube Team. Communicating company deliverables, including the management of internal communications and blogs, formal presentations and script writing for stakeholder key notes.
- **Data management** across a range of dashboards and platforms, including relevant CMS and Google Internal Tools.
- **Creative** responsibility for maintaining YouTube Graphic experience for YouTube Yoodles (public nationwide playlists) to brief and within brand guidelines.
- **Stakeholder and influencer management**, with responsibility for communication business-critical trending insights and liaising with external content producers.
- **Reporting and analysis** across trending themes, designing and leading end-to-end test-and-learn plans to optimise content performance and platform relevance. Managing reporting software to track metrics and provide strategic insight.

Planning Coordinator, DAZN — May 2022 - Oct 2022 Junior Content Planner, DAZN — May 2021 - May 2022

Project coordinator, owning activity and critical paths across internal and external teams. Worked to plan, manage and execute digital event streams in the international sports industry.

- **Strategized and planned activity** calendars across full sporting categories including F1, Coppa Italia and Matchroom Boxing, devising project plans stretching up to 14 months.
- **Devised and implemented processes** and agile workstreams to ensure successful project execution, whilst engaging a variety of internal and external stakeholders, including legal, bookings and external agencies.
- **Data management and analysis**, visualising and communicating key performance metrics and proposing strategy innovation using platforms including PowerBI, WhatsOn and Excel.
- **Regulatory responsibility**, working with the Rights and Compliance Team on international advertisement regulation.

CodyKo Productions, Script/Copywriter — Dec 2023-Present (Freelance)

Part of an agile, international working group planning and creating reactive long-form content for YouTuber CodyKo (currently subscriber count at 6.23M) and his second channel Cody & Ko (currently at 2.27M).

- **Copywriting**, including scriptwriting.
- **Strategic content planning**.
- **Trend analysis**; identifying cultural trends and relevant events to maintaining brand relevance and channel popularity, driving reach and engagement.