

# MARKETING, PR & SOCIAL MEDIA PORTFOLIO

JACK CAMERON-DOLAN



# WHO AM I?

## JACK CAMERON-DOLAN

To put it simply, I am a public relations, marketing and brand communications practitioner. I have a plethora of experiences working alongside global brands on diverse and exciting marketing campaigns, as well as the various logistical elements that come with this; setting and managing campaign objectives, research and data collection, measuring engagement and levels of success, and more.



### PR & BRAND COMMUNICATIONS

BA (Hons), Leeds Beckett University  
Sep 2020 - July 2023

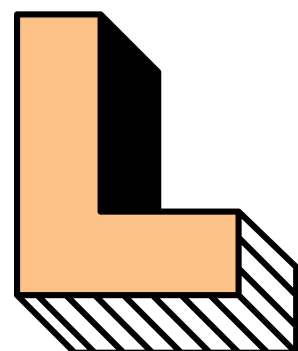


### CREATIVE MEDIA PRODUCTION

BTEC, Leeds City College  
Sep 2018 - July 2020

# CV

The easiest way to get a feel for my work history, skillsets, as well as all the places you can find me.



## JACK CAMERON-DOLAN

PUBLIC RELATIONS  
BRAND MARKETING  
SOCIAL MEDIA MANAGEMENT

### CONTACT

- 07552537180
- jackcameronwork@gmail.com
- jackcameronwork.wixsite.com/mysite
- linkedin.com/in/jack-cd/

### EDUCATION

#### Public Relations & Brand Communications, BA (Hons)

Leeds Beckett University  
Sep 2020 - July 2023  
Achieved 2:1 Grade

#### Creative Media Production - Game Design, BTEC

Leeds City College  
Sep 2018 - July 2020  
Achieved DMM Grade

### SKILLS

- An extensive knowledge of Adobe Photoshop, Sony Vegas & Microsoft Office software
- A broad and ever-growing understanding of social media, internet culture and trends
- Communication skills that count, allowing me to effectively organise both myself and others - whether that be in-person or over the internet
- A vast understanding of computer, phone and game console technologies
- Close to a decades worth of experience operating and managing my own social media profiles across a portfolio that boasts over thirty-thousand followers collectively
- Marketing experience built over a number of years at university and in a real work environment, collaborating with PR firms and brands in numerous sectors

### ABOUT ME

I pride myself on having a logical, capable and fast-thinking mindset towards my work. I am an eager learner who thoroughly enjoys jumping into a task and seeing it through to completion, and am always happy to take criticism and critique to further not only my work but myself as a person. I have a passion for technology of any kind, and I incorporate said knowledge into whatever task is laid before me to elevate my efficiency and productivity to new heights.

### RELEVANT EXPERIENCE

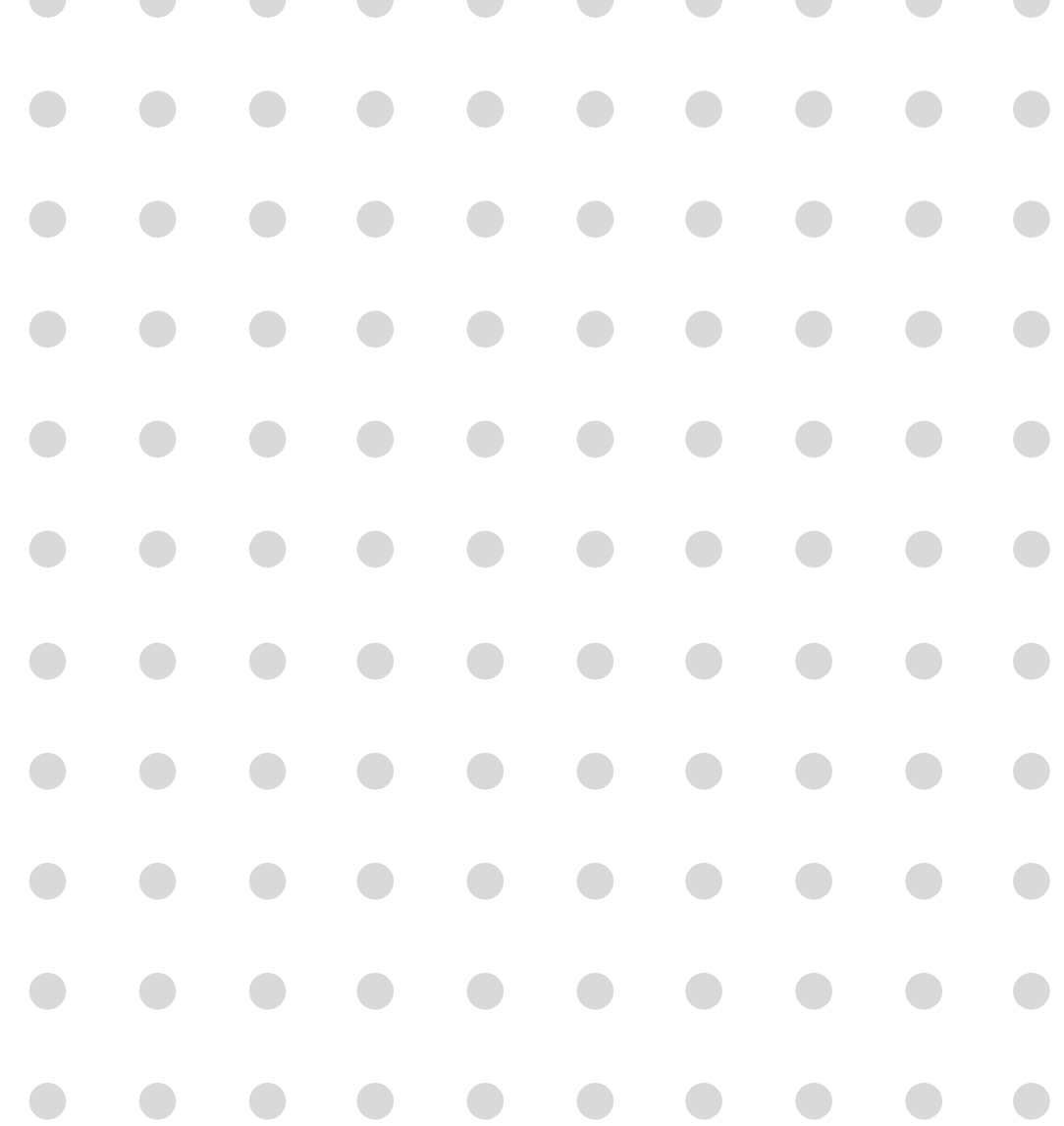
#### Howard Civil Engineering & Erris Homes

Marketing Executive & Social Media Manager

- At HCE and Erris Homes, I'm the sole manager/executive of both organisations marketing, PR, and social media simultaneously. Because of this, I'm very much required to be self-led, self-motivated, and organised.
- My work involves a large range of duties; drafting and designing social media content, liaising and meeting with both clients and co-workers on a daily basis, developing KPIs and measuring what works and what doesn't, coming up with creative new ways to promote our business, assisting in web development and design as well as backend CMS operations, and more.
- In this role, no day is the same - something that I love. Every day forces me to navigate new territory, which keeps me keen and sharp in this ever-changing landscape.
- Due to such having such a large range of responsibilities across two organisations, I've been forced to push myself to new heights in order to continually build the success of the two companies marketing operations. I constantly try to push what we do in new directions, whether that be our content strategy, the tools we use, the platforms we utilise, etc - I'm committed to never dismissing a new idea, and always pushing the boundaries of what we thought is possible.



# PREVIOUS EXPERIENCE







# GLOBCOM 2022

## IN COLLABORATION WITH

### FC BARCELONA

### THE PROJECT

Our team's work for the Global Communications Project involved collaborating with FC Barcelona to formulate a creative, exciting and large scale campaign focusing on developing new target audiences within younger generations. With no limit to our budget, and a global scale to contend with, we were tasked with a range of goals including; identifying new channels and platforms to engage with our target audience, defining KPIs as well as various other methods of determining success, and finally doing all of this within a detailed and strictly laid out schedule.

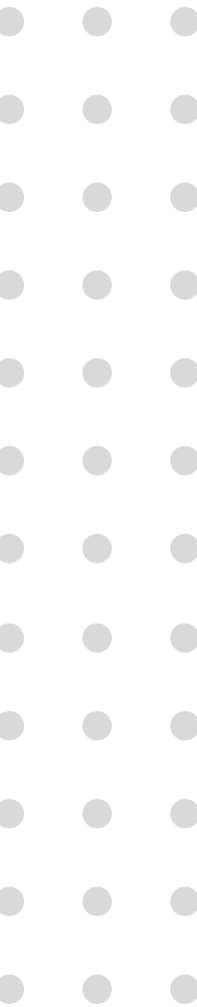
### MY ROLL



My roll for the campaign involved a variety of tasks that allowed me to flex my skills. This included:

- Copy-writing
- Creating high quality and informative press releases
- Conducting target market research, in addition to developing methods in which to utilise that information in our overall campaign
- Drafting design prototypes for potential social media usage
- Identifying concrete methods to bring social media into our campaign in a way that aligned with the organisation's mission statement

### OVERALL EXPERIENCE

The experience of working with the Global Communications Project to collaborate with such a well-known and beloved brand was almost a dream come true for me, providing me with one of my first practical and real tastes of marketing for a brand. Being given a brief, participating in client consultations, working as part of a global team and bringing all of that together under a strict deadline gave me an invaluable experience that informed much of the mindset I have today.





# TEMPLEMERE PR

## ORGANISING THE OPENING OF A LUXURY LOUNGE IN SINGAPORE

### THE PROJECT

London-based PR firm Templemere assigned a brief with the task of organising an event-based campaign for the opening of a new luxury airport lounge located in Singapore. The campaign needed to be incredibly detailed, involving specific budgetary delegations, a timeline of the entire process from initial pitch to roll-out, as well as devising an overall creative and unique event that highlighted the lounge's luxurious features and business class service. There was also the need to incorporate social media marketing that could be used long-term to promote the lounge going forward.

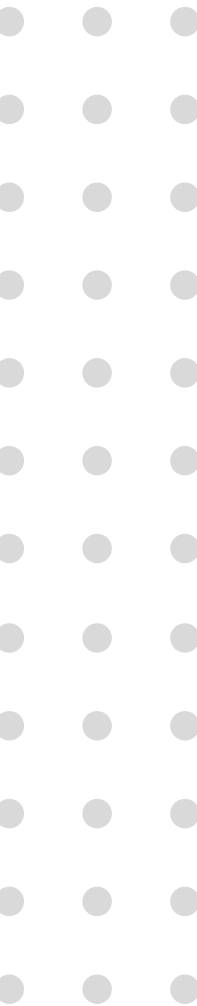
### MY ROLL

For this campaign, I took on the roll of team lead, organising three other individuals as well as myself and guiding us to success. Creating said success required me to meet several key criteria:

- Assign group roles relevant to each members experience and skillset
- Conduct research audits of the airline sector and the organisations that inhabit it, identifying potential opportunities for our campaign
- Developing social media strategies to promote our event, as well as create a more coherent social media portfolio for the organisation
- Devise a number of KPIs relevant to the project

### OVERALL EXPERIENCE

Working with Templemere on their assigned brief was a fresh experience that brought on several challenges that tested my knowledge of marketing. Devising a campaign within a sector that I knew little about was initially intimidating, but by utilising the knowledge I had accumulated through previous projects, as well as my studies, I was able to lead our team to success and formulate a creative campaign that truly stood out.





GRAYLING



# YO! SUSHI SUMMER CAMPAIGN

GRAYLING PR

## THE PROJECT

Grayling, another London-based PR firm, presented the opportunity to create a campaign that would take place over the summer holidays, targeting Gen-Z consumers as well as families looking for fun events to participate in during the school break. The brief included setting out measurable goals and objectives, creating an original, cheeky and authentic campaign idea, in addition to generally driving sales and footfall for stores across the UK.

## MY ROLL

My work in this campaign centered around a number of key tasks that laid the groundwork for the event and the aspects that brought it all together, including:

- Pitching my idea to the team and university tutors for initial feedback, ultimately proving successful and becoming our central campaign idea
- Organising the integration of social media coverage as well as general communications to shine a spotlight on the campaign as it progressed
- Creating consumer incentives to visit YO! stores and intertwine them with the campaign

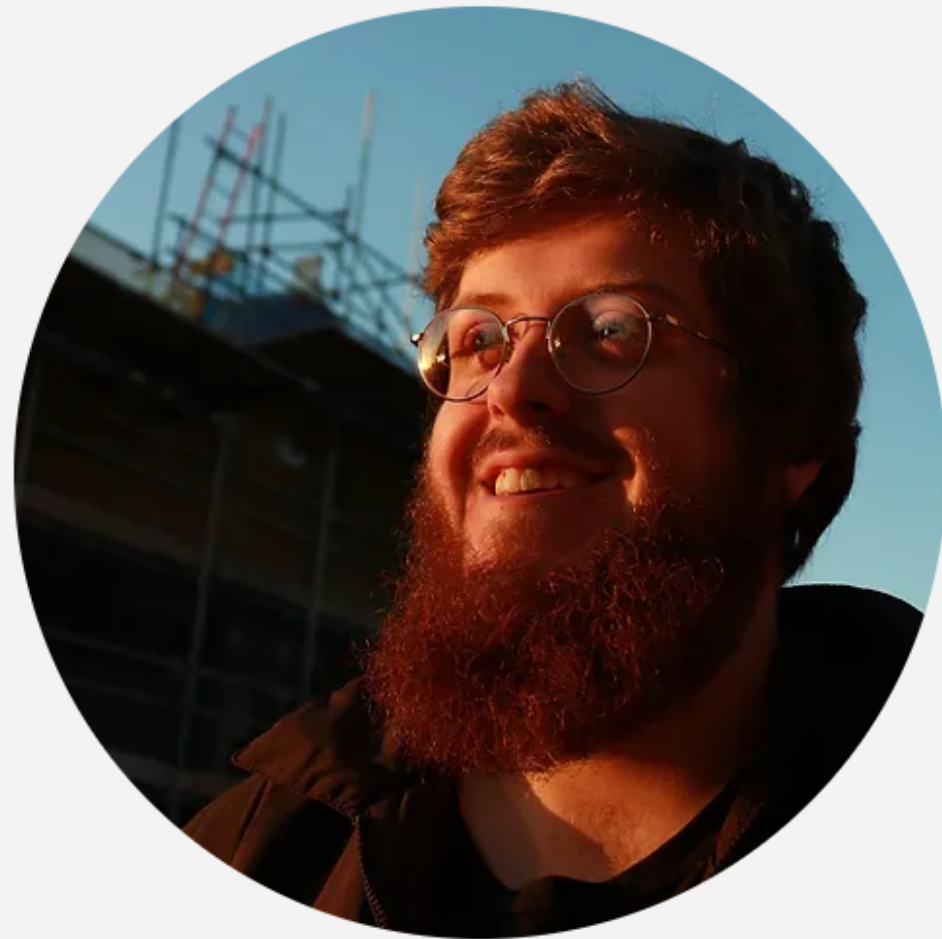
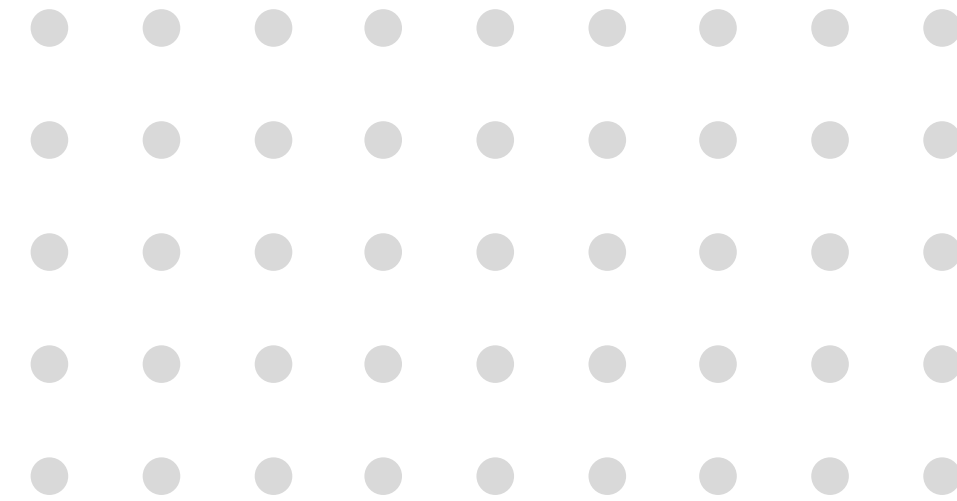
## OVERALL EXPERIENCE

Taking on Grayling's brief and building a campaign with my team within the food sector was a new and uniquely challenging experience that forced our group to really do our homework. Devising effective campaign strategies, relevant KPIs/measurable objectives and goals, as well as organising effective social media utilisation for this campaign was a challenge that felt not only meaningful through giving families and young people fun new experiences, but also intimate in the sense that so much of our group's personalities were poured into creating a campaign that was fresh and exciting.



# WEBSITE

*To access my website, click here*



## Jack's Blog

This is my blog! I use this space to discuss my interests as well as to demonstrate my interest and competency in writing. I strive for a future in PR and marketing, and therefore want to showcase my abilities that relate to those fields.



My website acts as a portfolio of my writing capability, as well as a showcase of my interest in the PR and marketing world. Included in it is a number of articles relating to marketing, in addition to blogs on various forms of media that both demonstrate my ability and interest in writing, both long and short-form.

### Articles

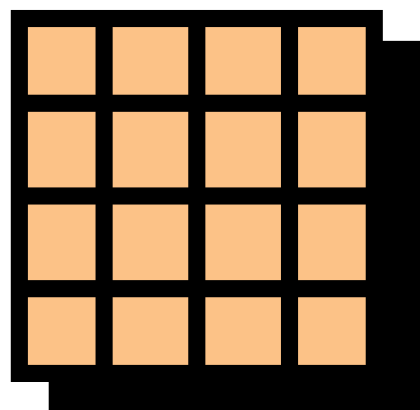
**Why Knowing A Companies History Is Essential In Modern Day Social Media Management**

***Morbius:* How Too Much Advertising Can Destroy Your Campaign**

***Silence Is the New Press Release:* How One Game Developer Broke the Internet With Almost No Marketing**







## Why Knowing A Companies History Is Essential In Modern Day Social Media Management

# WEBSITE ARTICLE EXAMPLE

For those involved in the online gaming space, you've more than likely heard about the recent controversy surrounding a tweet posted by publisher Electronic Arts. The post in question, which now has close to sixteen thousand responses, plays into a recent online trend in which users apply their own twist to the template "he/she is a 10 but...". The joke is completed with something the user finds unappealing, or disagrees with, indicating that someone is otherwise an attractive person with the exception of this one particular trait or opinion. The tweet by EA reads "They're a 10 but they only like playing single-player games".

To the unassuming, this may read as completely harmless or inoffensive, being nothing but a joke at a person's preference. But with the added context of the company's history, actions and product output, the level of hypocrisy, and to some extent disrespect, makes this simple post an incredible lapse in judgement. Here's an insight into why this is, and what we can learn as public relations and marketing practitioners to avoid making a mistake like this.

### A Tumultuous Single-Player Reputation

To understand why this post misses the mark to such an extent, there has to be a basic comprehension of EA's rocky history with single-player experiences. Whilst the company has been responsible for publishing some of the best games in this genre's history, its treatment of the studios behind them, and the games themselves, are certainly eye-raising to say the least. Visceral Games, founded in 1998, were responsible for countless gems. Dead Space, a single-player survival horror game developed by the studio, stands as one of the most iconic and acclaimed of its genre, receiving sequels that slowly declined in quality due to publisher EA's insistence on pushing out new titles quickly and orienting them towards an action focus to meet impossibly demanding sales quotas. This mistreatment led to the franchise coming to a halt after the third entry in 2013, and just a few years later the studio itself was dissolved in 2017.

In addition to this, EA has struggled to produce solid single-player offerings throughout the 2010's, seemingly due to a lack of understanding of player wants, and too big of a focus on sales numbers as well as cashing-in on trends. In 2013, shortly after Disney purchased the rights to Star Wars, EA were given the exclusive rights to develop Star Wars games, a deal that would leave many dismayed due to its declining reputation at the time. These fears were slowly proven correct as the publisher struggled to put out anything that wasn't a mobile tie in or multiplayer-exclusive. To this day, the company has only released one purely single-player Star Wars game, with everything else being predominantly multiplayer focused or simply online-only. These few examples alone paint a larger picture of the publishers incapability to properly handle or manage their single-player offering, and makes their recent tweet all the more insulting to those they have let down or simply forgotten about in their purely profit driven goals.

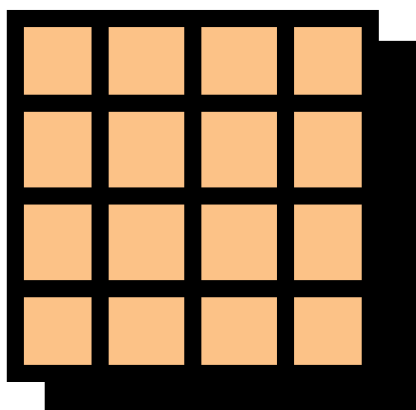
### Tin-Foil Hat Time: Could This Have All Been A Marketing Ploy?

As with every poor corporate social media post, there is of course the small notion that the entire thing may have been intentional, even down to the huge backlash it would undoubtedly receive. "There's no such thing as bad publicity" is an idea that does reign true in some cases, though the extent to which this can be pushed is of course debatable. Some users in online gaming forums such as Twitter and Reddit have pushed forward the idea that all of this bad reception could indeed be an intentional move to drum up engagement numbers and click-throughs to the companies social media presences and profiles. 'Surely there is no way a company can post this seriously whilst ignoring their history, right?' is a sentence many have uttered across the web since the putting out of the tweet, and with this idea comes the theory mentioned above. Ultimately, whilst there is no evidence to prove this notion true, I believed it to be worth mentioning to some extent.

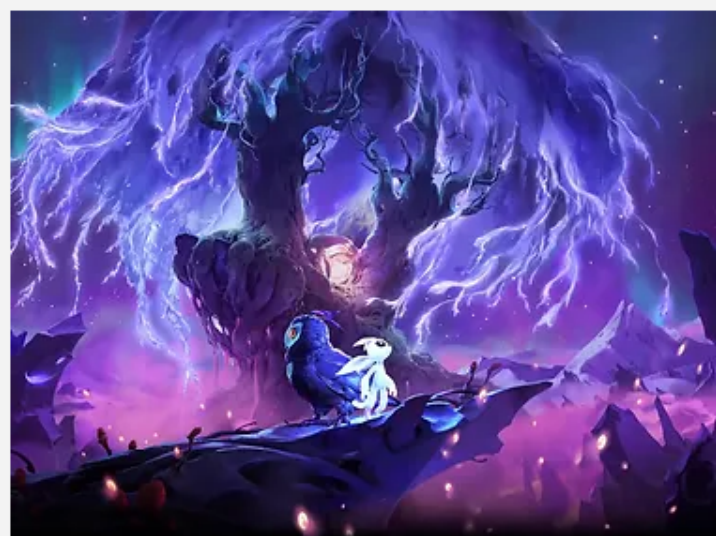
### Let's Not Repeat This: What Can We Learn From EA's Blunder?

With all distasteful marketing comes a lesson to learn. In this instance, it's ensuring your marketing and PR team understand the company's history and mistakes, and navigating the social media space with this knowledge like it were a minefield. The internet doesn't forget, and this is especially relevant for dedicated fans to game franchises and developers. One small and harmless joke that may appear innocent on the surface could be interpreted in a plethora of ways by those more in touch with a company's past, and with this interpretation begins a snowball effect in online circles that only ends in disaster, as it did in the example discussed here. The consequences of the tweet published by EA will, as well as more negative public reception, be the inability to escape the message they sent out with their one poorly made joke, a message that will undoubtedly be utilized against them for years to come as they attempt to build back the damaged relationship they already have with their communities.

[Click here to read the full article](#)

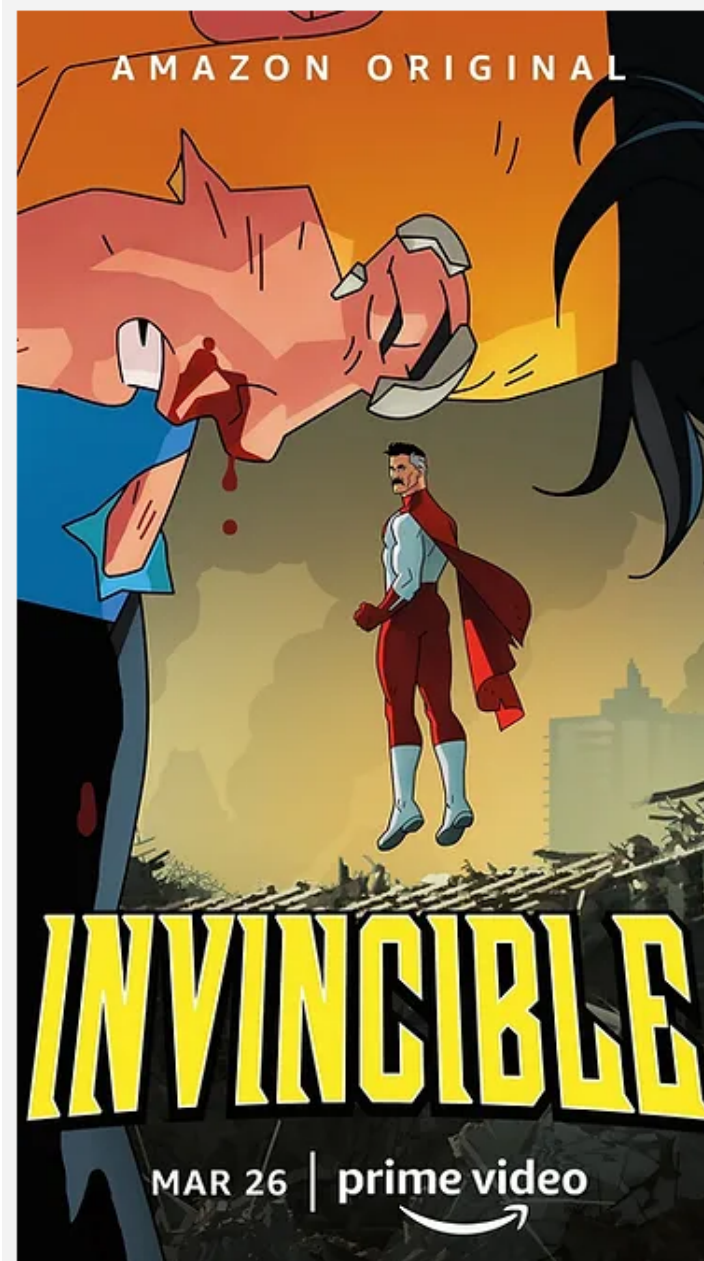


# BLOG POST EXAMPLES



## Ori and the Will of the Wisps

Ori and the Will of the Wisps manages to perfectly balance buttery smooth platforming, intense combat and a heart-warming yet beautifully tragic story to create one of the most impactful experiences in not just the action platformer genre, but games as a medium. Moon Studios clearly put an immense amount of time into lovingly crafting gorgeous animations, a visually stunning art style, and blending all that with gameplay that never fails once throughout the entire experience to satisfy the player. The emotional rollercoaster of a narrative takes the main protagonist Ori through a gut wrenching tale of loss, love and life, delivering a final message that will hit everyone differently with every individual who experiences this triumph in story telling. The consistency in quality throughout all elements of Ori and the Will of the Wisps, from gameplay to the plot, makes for an entrancing, almost hypnotising, journey that begs to be fully explored and mastered. This game easily sets itself apart from those it competes against as a shining example of a masterclass in game design and story telling from beginning to end.



## Invincible

Without spoiling anything, Invincible knocks all pre-existing expectations of a wholesome coming-of-age superhero tale completely out of the window in as little as one episode. From there, you're taken on a journey that meshes a classic kids cartoon art style and atmosphere with a tonally juxtaposed narrative to create an animated experience that is hard to compare to. Robert Kirkman's unique story telling takes centre stage here as you're introduced to dozens of well thought out and interesting characters taking on their own challenges with narratives that interweave in new and interesting ways every episode. Invincible is one of those shows that is hard to do justice with merely a review. Take it upon yourself to give it a go and I can almost guarantee you won't be disappointed.

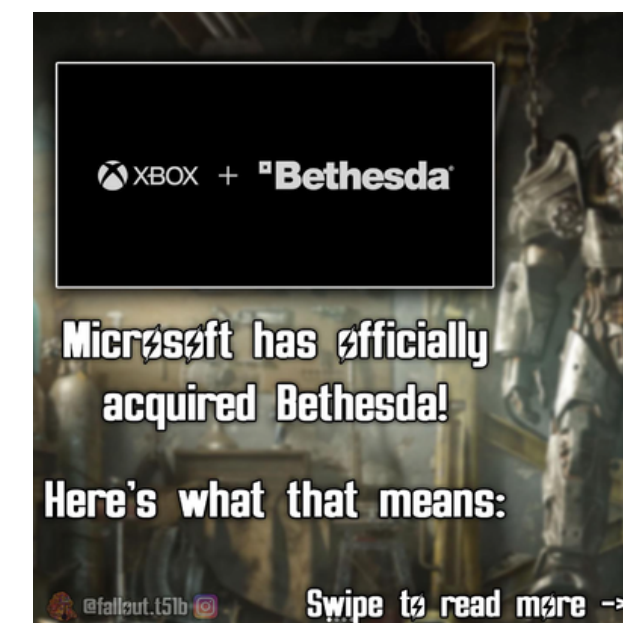
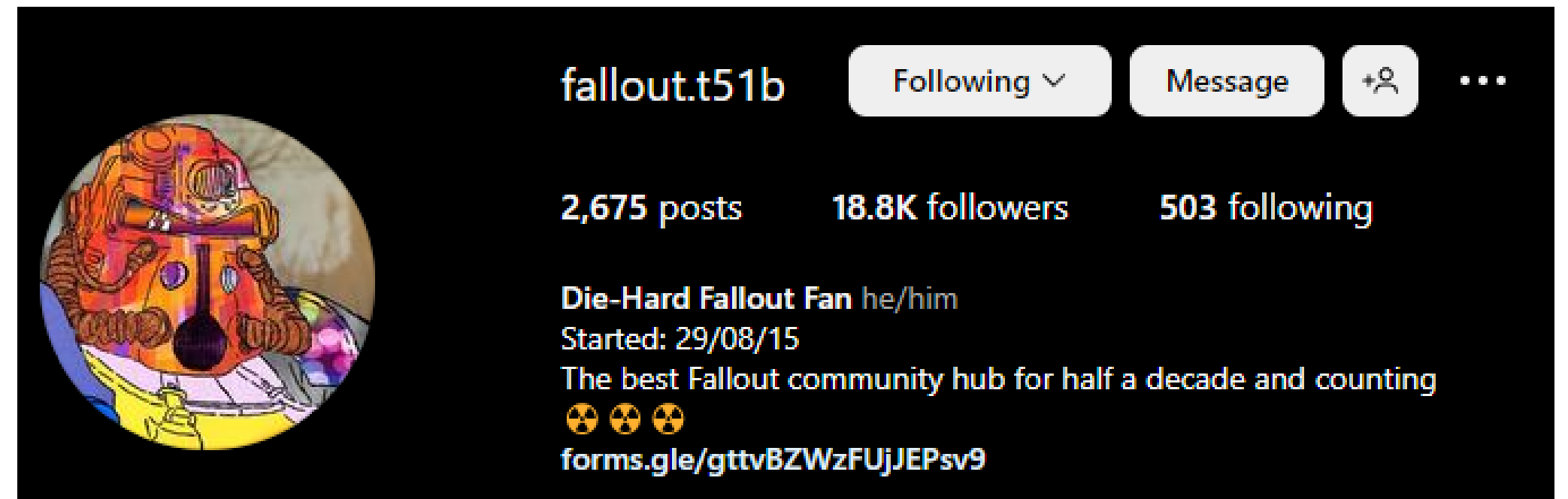




# PERSONAL SOCIAL MEDIA MANAGEMENT

## INSTAGRAM COMMUNITY PAGE

My Instagram gaming community page initially began as a personal space for me to post and discuss with friends the games I liked, especially the hugely popular RPG franchise *Fallout*. Overtime, however, this page quickly began to grow in popularity, and I adjusted my management of it from a hobby, to more of a chance to experiment and develop my skills in managing a social media channel of my own; finding new ways to grow, collaborate, expand my own knowledge of content creation, as well as to better understand how social media algorithms function and to manufacture my content in a way that works cohesively with that. Nearly a decade later, and I am proud to continue working on this personal project that ultimately led me down the path of marketing and PR.



*Examples of posts created via Photoshop, as well as engagement numbers produced over the last three months*

Last 90 days ▾		21 Dec - 20 Mar
Overview		
You reached <b>+633%</b> more accounts compared to 22 Sep - 20 Dec		
Accounts reached	251K	>
	<b>+633%</b>	
Accounts engaged	42K	>
	<b>+475%</b>	
Total followers	18.8K	>
	<b>+0.3%</b>	



# PERSONAL SOCIAL MEDIA MANAGEMENT

## TIKTOK COMMUNITY PAGE

My TikTok community page formed as a bi-product of the success I found on Instagram, acting as an extension to another social media site that carries over my existing brand with new content more relevant to TikTok's platform and media type. It also proved to be a method in which I could experiment more with video based content, working with editing softwares as well as the tools TikTok has available to produce different content compared to what could be seen on my primary account. My work on Tiktok managed to find success from carving out a niche community, in addition to giving me the opportunity to attune my community engagement skills through content that incentivised interaction.



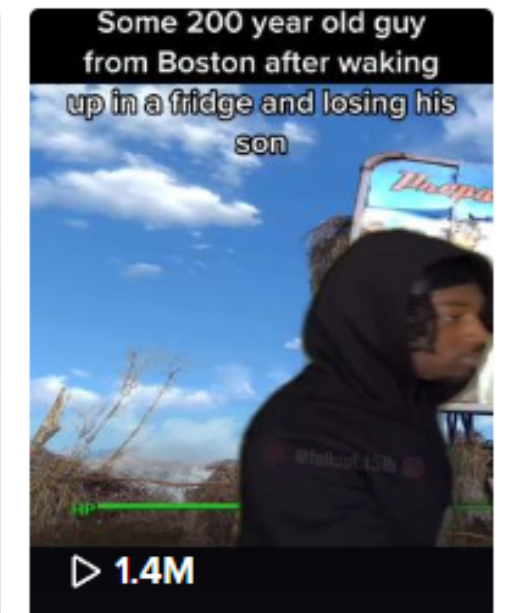
**fallout.t51b**

fallout.t51b

**Follow**

**7** Following **12.1K** Followers **815K** Likes

You have arrived at the Fallout/Elder Scrolls side of TikTok.



*Examples of short-form videos I edited/produced that managed to find success across TikTok*





# HOWARD CIVIL ENGINEERING

## POST-GRAD WORK

After exiting my university studies, the obvious next step for me was securing work in my field of study. I was lucky enough to secure a position at Leeds-based construction organisation Howard Civil Engineering, as their lead marketing executive. With this role, I've been able to launch myself into a career in public relations, brand communications & marketing, and social media management.

My work at HCE involves writing newsletters, managing social media profiles and exploring new ways of growing these, orchestrating unique and innovative marketing campaigns, setting and achieving relevant organisational KPIs, improving SEO usage across HCE online activity, and more.





Trust us to deliver

# WORKPLACE DESIGN EXAMPLES

## A183 Coast Road

A LOOK AT OUR SOCIAL IMPACT



OUR COMMITMENT TO  
THE NEXT GENERATION



279

CHILDREN ON SITE SAFETY  
VIA OUR PRESENTATION

80

SCHOOL CHILDREN  
GOT TO PARTICIPATE  
IN STEM ACTIVITIES

489

SCHOOL CHILDREN TAUGHT  
ABOUT ROLES & ROUTES  
INTO CONSTRUCTION

10

MOCK  
INTERVIEWS  
CONDUCTED



110.79  
CO2e OFFSET



UTILISED  
SOLAR ENERGY  
FOR OUR CCTV

7

PREVIOUSLY  
UNEMPLOYED  
PEOPLE ENGAGED



150  
VOLUNTEERING HOURS



[amount raised  
& donated to  
charity]

125

REPURPOSED  
TIMBER  
POSTS  
DONATED

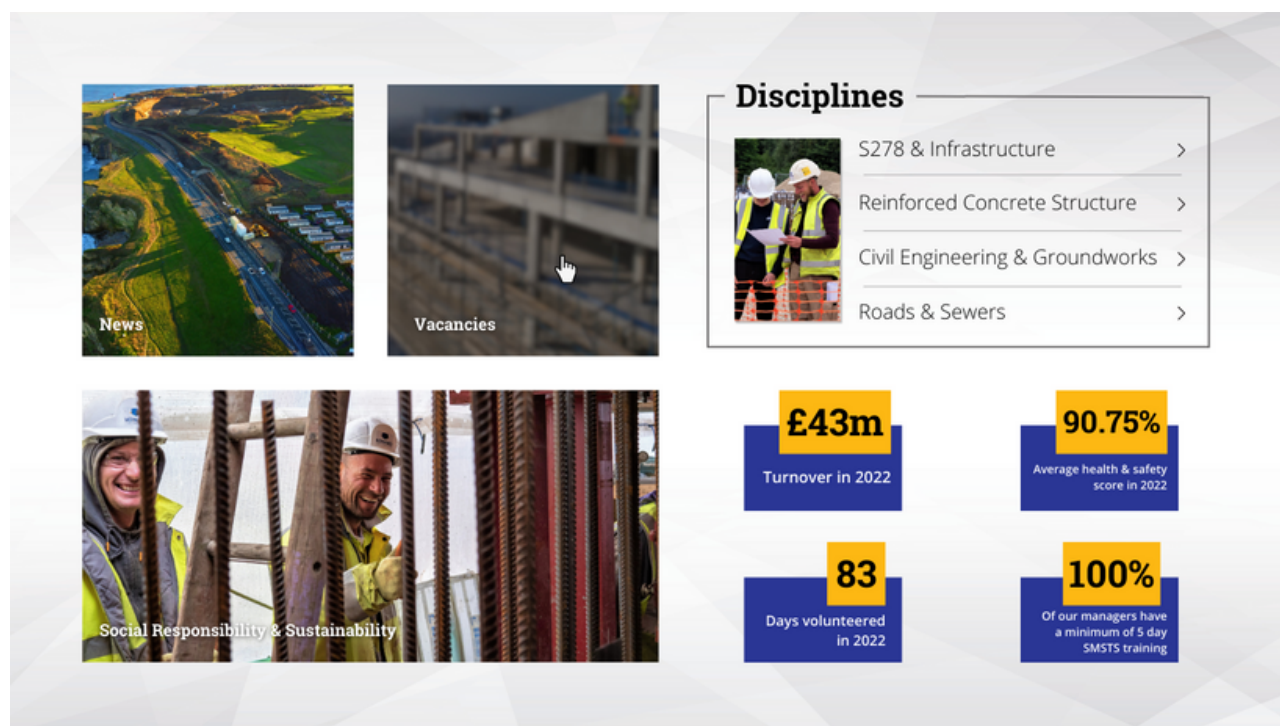
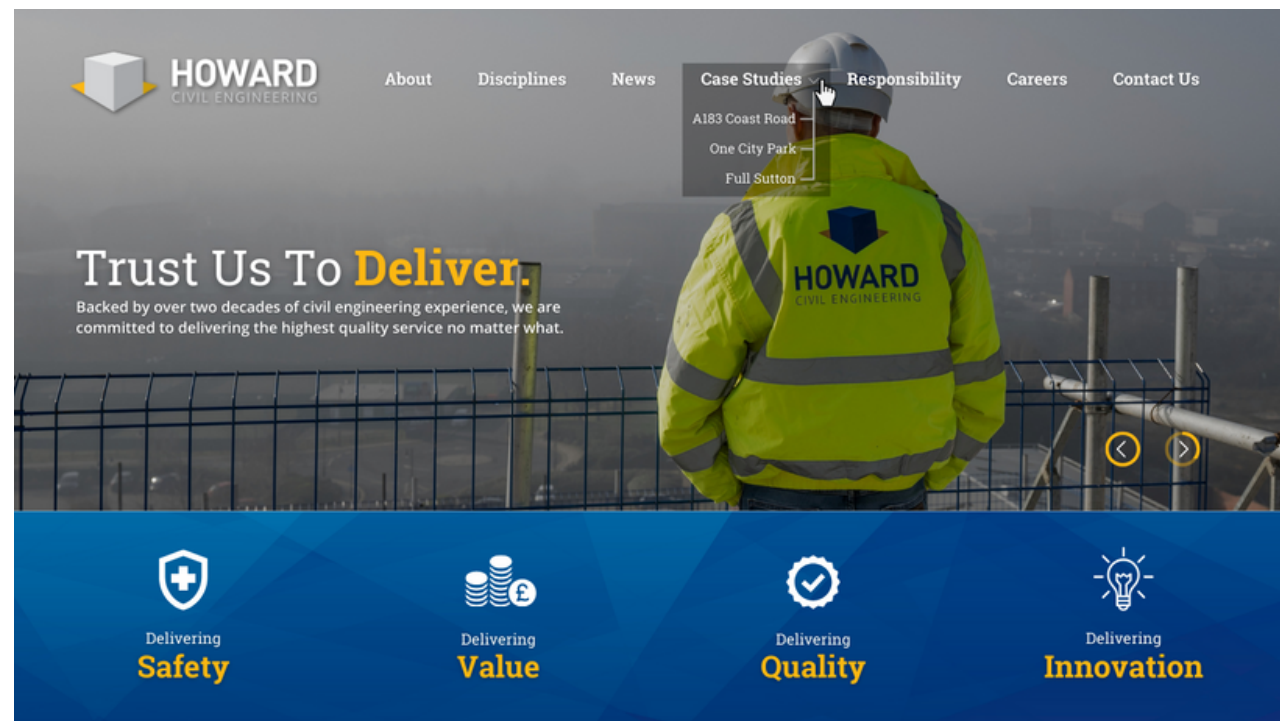


HELD THREE  
SITE VISITS





# WORKPLACE DESIGN EXAMPLES



The images here are concepts I drafted for Howard Civil Engineering's upcoming website redesign. I took a leading role in orchestrating the design process alongside our agency partner, putting together content as seen here to help guide the web developers using feedback from my directors, as well as ideas the agency had brought forward.



