

# Huseyin Kishi

**Profile:** Experienced social media professional. In my most recent role, I was responsible for digital content creation, social media management and developing and maintaining King's Business School's online presence across all channels (Twitter, Instagram, Facebook, LinkedIn, and YouTube). I ensured content was native to each platform and included audience-tailored campaigns which promoted the school in an innovative and engaging way. I'm well-versed in the social media landscape from existing trends/services to up-and-coming platforms.

## Education and training

**University of Lincoln** - B.A. (Hons) Journalism & Politics – 2:1 (2009 – 2012)  
**Conel** - Access to Higher Education Diploma – Pass (2008 – 2009)  
**Open Learn** - Managing virtual project teams - Pass (2021)  
**Open Learn** - Marketing communications as a strategic function - Pass (2021)  
**Open Learn** - Marketing in the 21st Century - Pass (2021)  
**Open Learn** - Themes and theories for working in virtual project teams - Pass (2021)  
**Open Learn** - Knowledge technologies in context - Pass (2021)  
**Open Learn** - Open Education - Pass (2021)  
**Open Learn** - Inclusive education: Knowing what we mean - Pass (2021)  
**Open Learn** - Assistive technologies and online learning - Pass (2021)  
**Open Learn** - Accessibility of eLearning - Pass (2021)  
**Open Learn** - An introduction to interaction design - Pass (2021)  
**Google/Open University** - The Fundamentals of Digital Marketing - Pass (2021)  
**Google** - Google Analytics for Beginners - Pass (2021)  
**Google** - Advanced Google Analytics - Pass (2021)  
**Future Learn** - Introduction to UX And Accessible Design - Pass (2021)  
**Future Learn** - Digital Skills: User Experience - Pass (2021)  
**Udacity** – Intro to HTML and CSS (2022)  
**Open Classroom** - Build Your First Web Pages with HTML and CSS (2022)

## Key Skills

- **Social media planning and channel management**

Utilised [Sprout Social media management daily at LSE](#) and Currently use Buffer and Hootsuite for social media management at King's Business School

- **Monitoring and analysis**

Utilised Meltwater social listening service to monitor social media traffic and media coverage and reputational management at LSE and Pulsar social listening at King's Business School. I generate monthly reports to highlight content and channel engagement

- **Content production and podcasts**

Utilised Adobe Creative Cloud: Adobe Photoshop, Audition, After Effects, and Premiere Pro at LSE and King's Business School to create social media content. I recorded, edited, and produced podcasts for Campaign for Nuclear Disarmament for their online radio show 'Reality Radio'. Recorded talks for Campaign for Media Pluralism. Presently use Descript to review podcast transcripts

- **Communication and Marketing**

Published articles on [Left Foot Forward](#), [Buzzfeed](#) and [Trade Union Congress' Touchstone Blog](#); and most recently, [the Australian journal, Overland](#). Undertook the Fundamentals of Digital Marketing - 26 modules including Search Engine Optimisation (SEO), Email Marketing and Search Engine Marketing by Google and Open University

- **IT and Web Editing**

Substantive experience of Microsoft Office (Word, Excel, PowerPoint, and Outlook). Currently volunteer as an Editor at Wikipedia, using their visual and HTML markup source editor to edit articles. Developed LSE's social media website using Contensis and currently use it for King's Business School events and seminars as well as using WordPress to manage the Qatar Centre for Global Banking & Finance and manage the Macroprudential Matters blog

- **Team Collaboration and Training**

Delivered training in legislation, software and services, information management and internal policies to five colleagues at Transport for London. Trained temporary staff in IT systems at Westbourne Communications. Support colleagues with the delivery and promotion of events for the King's Business School and Qatar Centre for Global Banking & Finance. Improved service delivery by working with A/V, IT, Digital Services and Digital Education.

## Career Summary

**King's College London, King's Business School – Social Media Officer**

September 2022 – December 2023

- Managed social media channels (Facebook, Twitter, Instagram, LinkedIn, and YouTube) on behalf of the school (respond to comments, create alt text, source and take photos for posts)
- Created Instagram stories to promote student only activities
- Created bespoke copy (50+) to promote student events/activities, academic events, academic research, podcasts, and an art exhibition
- Managed icons, logos and photos for the school in Canva
- Used Celum the photo management database to use King's photos for social media assets
- Used Contensis to edit events and academic research projects, uploaded media to its library
- Created 17 agendas for my one-to-one meetings with my line manager. Provided updates on my latest activities of work and ongoing projects
- Interviewed four candidates for our Digital Content Intern
- Used Microsoft Outlook to-do list to stay organised with immediate and ongoing tasks
- Reshared and highlight King's colleague posts to increase the visibility of their page on LinkedIn
- Created a social media schedule and added visual assets, proposed copy and links as a Microsoft Excel Worksheet
- Produced podcast episode and description copy with relevant links and resources in the description
- Created a Photoshop template for podcast artwork for the Meaning and Purpose Network (MaPNet) and to create carousel and single Instagram posts for use with research and analysis
- Lead on tone of voice on social media, community management and development
- Followed developments of social media from the news to social media managers on LinkedIn
- Updated Linktree with relevant links to ensure synergy with posting on Instagram
- Generated monthly social media analytics reports in Pulsar the social listening service
- Created social listening alerts for reputation management in Pulsar
- Reviewed business school competitors and analysed social media content elements, engagement and timings
- Created assets in Adobe Creative Cloud (Photoshop, Premiere Pro, After Effects and Audition) to support academic research to engage with a wider audience
- Used Descript to review podcast transcripts
- Used WordPress to upload and manage Macroprudential Matters blog from blog posts and photos
- Edited HTML to create a table in WordPress for Macroprudential Matters' blog post
- Created, designed and sent Mailchimp newsletters for subscribers of Macroprudential Matters and Qatar Centre for Global Banking & Finance events and seminars
- Copy edited and published blog posts for Macroprudential Matters, a WordPress blog which offers a critical analysis of macroprudential and financial stability policy in the UK. In addition to creating social media copy about each blogpost within the Qatar Centre for Global Banking and Finance at King's Business School. I would also source and credit photos to go within each blogpost as well as be featured on the home page
- Provided live streaming and social media for the Bank of England Watchers' conference event. Post-event, I created a YouTube thumbnail and generated subtitles
- Transferred the website and domain of the Qatar Centre for Global Banking & Finance conference website to the business school existing website host
- Promoted marketing lectures on LinkedIn featuring guest speakers from TikTok and Meta
- Resolving expenses in line with King's Policy for website and domain name transfer

- Developed podcast framework (to deliver the podcast from pre to postproduction) with internal stakeholders from the Careers team to the Meaning and Purpose Network (MaPNet)
- Developed and delivered of the King's Business School Connections podcast episodes. I created a podcast proposal with the proposed episode title and description. This was followed by drafted questions and a named relevant academic who would present the episode
- Established a laminated instruction set to use the A/V equipment in King's meeting room to ensure no lost productivity when setting up hybrid meetings
- Liaised with Business Support to ensure anything facilities related from broken water dispensing to faulty dock stations were resolved promptly
- Proposed printable name badge inserts for events management to programme officers within Executive Education
- Created YouTube thumbnail and template for the school's Executive Education programme
- Created a Microsoft Teams and Microsoft Planner group by liaising with IT and digital services to ensure delivery of the Layers of Vision art exhibition
- Managed Microsoft SharePoint for Layers of Vision, Qatar Centre for Global Banking & Finance and King's Business School events
- Trained the Communications Manager of the Qatar Centre for Global Banking & Finance in Canva and producing digital marketing assets
- Created a development document for a social media campaign on academic research
- Liaised with printers to provide graphic design support for a bespoke notebook for the QCGBF conference
- Created a social media best practice guide for early career researchers using Microsoft Sway
- Modified an InDesign template to employ King's Business School branding and created front and back pages for it, changed the pagination and placement of images and employed King's fonts
- Provided bespoke training to the Communications Manager of the Qatar Centre for Global Banking and Finance and the Communications & Web Coordinator for King's Business School in using WordPress and Canva to manage and update the Macroprudential Matters blog from new blogposts to SEO, drafting, content management and graphic design

**RNID – Marketing Executive**

January 2022 – March 2022

- Supported the Digital Marketing Manager to plan and deliver activity for RNID's Policy and Campaigns work
- Email marketing using Dot Digital: looking for content, scheduling, keeping performance statistics up to date on the RNID team's tracker in Microsoft Excel
- Digital Asset Management using Widen: responsible for reviewing users, adding new users, uploading assets, adding, and editing metadata to all uploaded assets from photos to graphics to ensure everything is easily searchable
- Copywriting support for their marketing activity

**London School of Economics – Social Media Officer**

March 2021 – December 2021

- Curated and promoted social media content from LSE to inform, entertain, and delight by maximising engagement with their audience across channels for approx. 1.5 million followers as well as review Google Trends and Twitter Trending daily to look for LSE-related content to schedule in coordination
- Edited podcast audio as part of their Shortcast format (20 min highlights of their public lecture series) as well as created audiograms from their award-winning podcast LSEIQ and the podcast Duck Rabbit using the Adobe Creative Cloud suite
- Undertook A/B testing of copy for videos on Facebook to review which content performed best
- Utilised Twitter card validator; sharing debugger on Facebook and LinkedIn Post Inspector to ensure all content displayed correctly across social media channels
- Created social media best practice guidelines for Research for The World, LSE's online social science magazine as well as for the central university
- Reviewed data analytics across all social media channels from views, engagements, clicks and links

- Downloaded and transferred public lecture events from LSE's Facebook page to their YouTube channel, which has 187k subscribers, and then uploaded the relevant thumbnails, tags, description, and added the relevant hashtag(s)
- Created bespoke YouTube thumbnails for student vlogs to support Student Marketing and Recruitment and highlight the student experience at LSE
- Ensured optimised content for each platform by following brand guidelines and adhering to house style alongside using Sprout social media management
- Social media management across all channels (Facebook, LinkedIn, Instagram, YouTube, Twitter) using Sprout Social Media Management and monitored social media engagement, media coverage of LSE, and academic research using the Meltwater social media listening tool
- Responded to student enquiries and directed to other teams/stakeholders when required
- Scheduled social media content outside of peak hours to increase engagement
- Implemented bespoke social media calendar in Microsoft SharePoint with Outlook synchronisation
- Created bespoke social media copy to promote LSE's blogs, podcast, research, and public lecture events
- Reviewed and reported on social media engagement and industry trends of social media activity in the UK and international higher education markets to inform LSE's approach to creative content production

**Wikipedia** – Volunteer Editor

November 2020 – Ongoing

- I edit articles and provide references for the web-based, free content encyclopedia, Wikipedia
- I also deal with copyright licensing as it can only use photos under the Creative Commons Attribution-ShareAlike 3.0 Unported License

**University of London** – Student Advisory Officer

June 2019 – October 2020

- Responded to student and applicant enquiries (Student Finance England, Wales, Scotland, Employer sponsorship, payment methods, virtual learning environment and online library and study materials, programme entry requirements and dates, academic progression and assessments, inclusive practice / access arrangements, production of qualifications and transcripts) using the SITS/SID database, post and by telephone
- Met daily deadlines and created training documents
- Understood and explained various programme regulations and specifications in plain English. Supported temporary staff and provided ad-hoc training

**Arthritis Action** – Communications Volunteer

April 2019 – June 2019

- Social Media Content Planning – scheduling posts for Instagram, Twitter, Facebook
- Promoted events on social media and their website
- Produced graphics for social media usage adhered to brand guidelines
- Creating social media content
- Communications planning for three months

**Competition and Markets Authority** – Registry Support Assistant

February 2018 – November 2018

- Managed internal case files using Microsoft Office and Nuix Web User Review for various Competition Act 1998 investigations in accordance with Competition, Consumer and Markets Group (CCMG) Registry procedures
- Prepared each case file for inspection by parties to Competition Act investigations
- Collaborated with the Registry manager and team in conducting my daily duties of delivering access to file in support of the antitrust team within the Competition, Consumer and Markets Group (CCMG)
- Provided bespoke tech support in order to support CCMG Registry's strict schedule. Organised team meetings and created agendas

**Transport for London** – Correspondence Officer

February 2016 – June 2017

- Logged and responded to customers' cases via email, post and by telephone using SAP CRM and iCasework's Report It. Explained highways management to the public in plain English Met daily deadlines and responded within TfL's service level agreement. Communicated with a variety of stakeholders: MPs, councillors and responding on behalf of the Mayor of London
- Utilised internal software and services, reviewed traffic, road works and accident reports
- Provided ad-hoc training to five colleagues in legislation, software and services and information management. Awarded two colleagues TfL's Make A Difference Award
- Created public policy documents about the Transport for London Road Network (red routes) and highways maintenance to improve operational performance
- Updated and corrected TfL's website to improve the user experience. Provided quality control feedback about how customer calls are logged and transcribed across departments
- Tested and reviewed Microsoft Dynamics CRM Online for the Streets department

**Future Science Group – Administration Support**

January 2016 – February 2016

- Researched international higher education providers' library contacts. Stored on a bespoke Microsoft Excel spreadsheet to support prospective sales and subscriptions of medical journals

**Uber London – Community Support Representative**

July 2015 – November 2015

- Supported drivers with trip issues: tech and payment support. Covered various UK cities. Used Gmail, Zendesk and their internal database daily

**University of London – Telephone Researcher**

April 2015 – June 2015

- Called domestic and international graduates of various higher education providers and logged the Destination of Leavers from Higher Education survey

**Coalition for Media Pluralism Campaign Group – Campaign Assistant**

June 2014 – August 2014

- Produced articles, recorded podcasts, hosted events to support the campaign for media pluralism

**The Campaign Company – Market Researcher**

March 2014 – July 2015

- Conducted market research and led a team of researchers to survey the public on behalf of clients of the Campaign Company

**Internet Archive – Online Curator**

November 2013 – January 2014

- Utilised content from the Internet Archive to curate on Tumblr site. Resolved issues with image and audio playlists
- Sourced content within the archives that suited Tumblr and resulted in engagement. Decided to use audio clips of former Presidents to highlight their historic and educational value
- Used public domain images and edited basic HTML the Tumblr blog theme to ensure the design promoted the audio content and images

**Westbourne Communications – Digital Communications Intern**

June 2013 – July 2013

- Trained members of staff to use Microsoft Dynamics CRM Online. Assisted in organising the 'Change Opinion Awards'. Provided administration support

**Campaign for Nuclear Disarmament – Online Radio Assistant**

January 2013 – May 2013

- Recorded, produced, and published podcasts for CND's Reality Radio and created training aids