

ELLIE TATTERSALL

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PROFESSIONAL SUMMARY

Creative and results-driven social media and community manager for online art and gaming-adjacent communities. Experienced producing viral short-form content (**60M+ total views**), running impactful campaigns, and growing platforms to audiences of **430,000+ followers**. Collaborative, strategic, and skilled in working closely with professional artists and creative teams. I bring an ideas-led approach combined with strong execution.

WORK EXPERIENCE

Social Media Coordinator & Video Editor | Lunar Academy (Mooncolony) | 03/2025 - Present

- Partnered closely with artists to develop, script, edit, and produce short-form video content. Provided direction, structure, and feedback.
- Collaborated with internal stakeholders and artists to design and develop marketing and educational materials, to drive community engagement and growth.
- Scheduled and published content across social platforms to maintain an active online presence.
- Edited and produced long-form promotional videos to showcase artists' courses and offerings, emphasising clear storytelling, strong pacing, and polished visuals.
- Crafted consistent, on-brand captions and stories for Instagram to strengthen social media presence and increase audience engagement.
- Coordinated creator partnerships and influencer campaigns across social platforms.
- Collaborated on the design and execution of community activities, including themed challenges & contests.

Social Media Manager | Underpaint Academy | 10/2024 - 01/2025

- Successfully increased Instagram followers organically by 55% (from 11k to 17k) within four months, significantly expanding the community and engagement levels, and directly contributing to new student sign-ups.
- Achieved a 284% increase in reach and a 372% rise in link taps through content strategies, utilising Instagram Insights to analyse performance and optimise engagement.
- Created diverse content (reels, static posts, marketing materials) and scheduled posts at optimal times, collaborating with teachers to produce high-performing reels and content based on performance metrics.
- Identified and scouted talented artists for potential teaching roles and content collaborations.
- Created engaging Mail-Poet newsletters promoting course offerings, updates, and sales campaigns.

Social Media & Community Manager | Artwod | 11/2021 – 08/2024

- Produced viral short-form videos, which garnered over 59 million+ total views.
 - Led exponential growth on social media, increasing Instagram followers from 6,000 to over 200,000, and grew a new TikTok account to more than 200,000 followers within a year. Which played a pivotal role in student recruitment and engagement.
 - Designed and co-hosted engaging activities and live events on Discord, such as 'Teaching Tuesday,' making feedback sessions interactive, educational, and highly popular among students.
 - Scripted, edited, and scheduled content across platforms, contributed creative ideas to strengthen branding, and supported Artwod's organisation and representation at key community events such as Concept101.
 - Began as a Discord community support lead, nurturing an active and supportive environment. Moderating channels, and handling member reports.
 - Translated community feedback into structured insights for internal teams.
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SKILLS

Platforms: Instagram, TikTok, Discord, YouTube, X (Twitter).

Tools: Adobe Premiere Pro, Adobe Photoshop, Canva, Email Marketing Tools, Analytics Dashboards.

Hard Skills: Social Media Growth & Management, Content Strategy, Campaign Planning, Community Management, Analytics & Insights, Discord Community Building, Events Coordination.

Soft Skills: Creative Thinking, Attention to Detail, Community Building, Collaboration, Organisation, Clear Communication.

EDUCATION

Social Media Strategy Certification – HubSpot Academy (2025)

Concept Art - Teesside University (2016-2019)

Professional Mentorships:

Mentored by Antonio Stappaerts | Even Amundsen | Misha Oplev | Tyler Edlin

PERSONAL INTERESTS

Art | Gaming | Creative Storytelling | Personal Development | Travelling | Surfing
Passionate about visual art and the creative elements behind games and animation, with a particular interest in world-building, character design, and compelling storytelling.