

HOLLIE HILTON

SOCIAL MEDIA STRATEGIST + CONTENT CREATOR
WORKING EXCLUSIVELY WITH ARTISTS AND ART ORGS



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A BIT ABOUT ME

I have a First Class Degree in the History of Art and a special knack for content creation. Having worked in-house for a gallery and educational institution as well as freelanced for independent Artists, my career to date has involved supporting Arts orgs and Artists with growing their digital presence.

SKILLS

SOCIAL MEDIA STRATEGY
CONTENT CREATION
SOCIAL MEDIA MANAGEMENT
WEBINAR HOSTING
DIGITAL COMMS + PR
COPYWRITING + EDITING
DIGITAL CONTENT PRODUCTION

CASE STUDIES

You can find case studies of some of my past work on my website. But please note: this is not a comprehensive study of my work to date, as some of my clients have requested privacy.

SOCIAL MEDIA MANAGEMENT

From £400/month
(with a minimum of 3 months)

I offer a bespoke service to clients dependent on their goals for social media, and the foundations they have already established.

This involves an initial social media consultation and audit, where I evaluate the strengths of your social media profiles, the insights and demographics of your followers, and we discuss a suitable strategy. The following weeks then involve implementation of strategy, content creation, community building and often outreach to collaborators.

Each week you get constant communication with me, via. email and video conferencing.

This package is suitable for an Art Organisation or Personality who wants someone to create most if not all of their posts for them.

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SOCIAL MEDIA MENTORING

From £300/month
(with a minimum of 3 months)

My Social Media Mentoring package has worked brilliantly for Artists, who essentially need guidance and advice to ignite their digital presence and understand how to eventually keep that presence growing on their own.

Like my Social Media Management Package, this involves an initial social media consultation and audit, where I evaluate the strengths of your social media profiles, the insights and demographics of your followers, and we discuss a suitable strategy.

The following weeks then involve implementation of strategy, by you and me, through weekly idea drafting, and troubleshooting.

Each week you get constant communication with me, via. email and video conferencing.

This package is suitable for an Artists or Art Orgs who would still like to be hands on with their social media / digital presence, but might profit from some guidance and help with specific campaigns along the way.

SMALL PROJECTS

As well as my bespoke social media management service, I often work on smaller projects. Such as one-off social media campaigns, influencer marketing management, and copywriting.

I can work to most budgets, but typically guide my pricing on an hourly basis of £17.50/hour.

Please get in touch with details of your project if you think I may be able to help.

SOCIAL MEDIA CONSULTATION

£50

My Social Media Consultations are 1 hour long, 1-1 meetings with me, and are usually based on recommending strategy dependent on a specific issue you are having. e.g. converting profile visits on Instagram to Website Clicks; creating Paid Ads to drive ticket sales to an event.

Alternatively, in the consultation we can take a birds-eye view of your digital presence as a whole and I can recommend some actionable steps to grow.

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ARTIST WORKSHOPS

In April 2021 I will be delivering a six-week workshop for Artists to learn more about social media and expanding their digital presence.

Each class is £16 per person (with the exception of the Social Media Power Hour, which is £20).

The full course costs £100, and is delivered over 6 weeks:

- 01 - Social Media 101
- 02 - Social Media Power Hour
- 03 - How to Develop Strategy for Instagram
- 04 - Pinterest Masterclass
- 05 - How to increase Engagement on Instagram
- 06 - Expanding your Digital Presence (Social PR)

This is great for Artists who would like to gain a foundational understanding of marketing through social media, and get some content ideas, inspiration to use in the future.

Each class will have a capacity of 6.

Send me an email to register your interest in the workshop, or subscribe to my newsletter for further updates.

WRITING / HOSTING

I am available to co-write or co-host content for your platform.

Examples include:

1. Hosting a workshop for the Artists you represent / an artist collective, discussing all things social media + digital PR
2. Instagram Live Q&A
3. Writing a 'How To' for your website / blog

Please get in touch with your enquires and budget details.

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