



# ALFIE ROBINSON

## CONTACT

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alfierobinson@gmail.com  
www.alfierobinson.com

## PROFESSIONAL SKILLS

SEO and Google Analytics  
Social media strategy  
Communications strategy  
Marketing  
Copywriting  
Excellent leadership qualities  
Creative thinking  
Enhanced communication skills  
NCTJ Essential Journalism, Media  
Law, Court Reporting, Public Affairs,  
Shorthand  
Good Adobe knowledge

## EDUCATION

The University of Sheffield  
Journalism Studies  
2020 Graduate

Goldsmiths University London  
Media & Communications  
2017 First Grade Foundation Degree

Cecil Jones College  
2004-2009  
Graduated with five GCSEs

## SOCIAL

fb.me/alfierobinson  
Linkedin/Twitter/Instagram:  
@alfierobinson

## EXPERIENCE

### INTERNAL COMMUNICATIONS OFFICER

South Yorkshire Fire & Rescue | August 2023 - Present

### PUBLIC RELATIONS ASSISTANT

Tramlines Music Festival | March 2018 - Present (Freelance Part-Time)

- Processed accreditations and answered general inquiries
- Engaged with Media over the course of the festival
- Organised and facilitated artist interviews
- Monitored and collated coverage of the event
- Maintained a healthy relationship with local, regional and national media organisations and music management

### COMMUNICATIONS OFFICER - EPR

Sheffield Health & Social Care | March 2023 - Present

- Managed all information on digital platforms relevant to the EPR roll out strategy and supported the delivery of the Rio Electronic Patient Record System
- Evaluate communications activity and use data to assess what communications output works best to achieve the goals within our strategy.
- To support the Communications Department in administrative duties by co-managing the Communications, Intranet and Website Enquiries inboxes on all communications issues

### INTERNATIONAL SEO MANAGER

Twinkl Educational Publishing | January 2022 - March 2023

- Oversee a team of 17 SEO Team Leaders and a wider department of 150+ Copywriters and SEO Executives
- Create strategic SEO strategies to help continuous company growth
- Planned and implemented a complete department restructure
- Collate and report on key findings to various company stakeholders

### SEO TEAM LEADER & COPY QUALITY COORDINATOR

Twinkl Educational Publishing | August 2020 - January 2022

### PUBLICITY ASSISTANT - ALL POINTS EAST FESTIVAL

Outside Org | August 2021

- Engaged with Media over the course of the festival
- Organised and facilitated artist interviews
- Monitored and collated coverage of the event

### DIGITAL CONTENT CREATOR

Sheffield Students' Union | September 2018 - July 2020

- Developed a strategic content plan
- Liaised with multiple departments on communication plans
- Designed, created and published content

### CONTRIBUTING WRITER

Football League World | July 2019 - October 2019

### CONTENT CREATOR

Independent Sheffield | 2018 - 2019

### STORE MANAGER

Starbucks UK/CA | 2013 - 2017