

MH

MICHAEL HOBAN



BIO

Husband. Father. Full-time marketer. Recent entrepreneur. Part-time lookalike spotter. Occasional beard-grower. I drink too much coffee and eat too much cheese. An exiled Scouser living in Devon, via Leeds & Melbourne.

Thanks for taking the time out to take a peek at my CV!

*Clichéd, cringe-worthy quote about success or motivation has been purposefully omitted.

Michael

EDUCATION

PUBLIC RELATIONS BA (HONS)

Leeds Metropolitan University
2008 - 2012
Upper Second Class (2:1)

A-LEVELS

Sacred Heart School
2005 - 2007
2 As, B, C

GCSEs

Sacred Heart School
2005 - 2007
7 As, 3 Bs

LET'S CHAT

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2020

RELEVANT EXPERIENCE

HEAD OF DIGITAL (UK)

Famous Rebel | Oct 2019 - Present

Head of Digital for a small creative agency based in Torquay. Brought in to develop a new digital team and expand the agency's offering from largely content-only, to a more full-service digital offering (including Paid Social & SEO).

CO-FOUNDER (UK)

black bloc | Oct 2019 - Present

Co-Founded with a business partner, black bloc is an e-commerce brand selling alternative Wall Art & Greeting Cards. On target to achieve £160K turnover in its first year, with a gross profit of £90K.

SOCIAL MEDIA & CONTENT MANAGER (UK)

Harrier Group (Truprint) | Oct 2017 - Oct 2019

Sole responsibility for development and execution of social & content strategy (paid and organic). Management of £225K annual social & content budget, one in-house staff member & multiple agencies.

CAMPAIGNS & CONTENT MANAGER (UK)

blur Group PLC (now Maestro) | Nov 2015 - Oct 2017

Responsible for creating a 12-month campaign and content plan to complement an events-driven marketing strategy. Management of three full-time staff. Led the internship program, managing a team of 10 interns from Europe & Asia.

JUNIOR CONTENT MANAGER (UK)

blur Group PLC (now Maestro) | Apr 2015 - Nov 2015

Promoted after 12 months at blur Group. Co-responsibility for developing an annual content plan, blog writing, content development and managing external blog writers. Also heavily involved in email marketing strategy & content.

CONTENT EXECUTIVE (UK)

blur Group PLC (now Maestro) | Apr 2014 - Apr 2015

Writing articles and social post copy to engage online community. In-platform and off-platform engagement with community. Weekly analytics and reporting.

SOCIAL MEDIA EXECUTIVE (AUS)

Catch Group | May 2013 - Jan 2014

Writing copy for and scheduling social posts; engaging with online community of almost 2 million followers across 6 brands; responding to customer reviews via social and ProductReview; compiling weekly performance reports.

PR & MARKETING EXECUTIVE (UK)

Ritherdon & Co Ltd. | Feb 2012 - Feb 2013

Writing press releases for local and trade press, creating and publishing blog posts, on-stand exhibiting at events & general marketing duties. Managing social media accounts and activity.

2011