

Adam James Pollock

email: ajp@dublin.com

phone: +447864255854

Qualifications

BA (Hons) – 1st, Business & Management, *Durham University, England, 2017-2020*

AVCM – Associateship, *Victoria College of Music, 2016*

A Level – A*AB, English Literature, History, Religious Studies, *Antrim Grammar School*

Experience

Head of Social Media & Public Relations | Willows Reach | Belfast

July 2022 – Present Own the development of social media strategy across platforms, with lots of mixed-media content creation: photography, writing, graphics, etc. Successful lead generation and audience building.

Writing & Social Media | Freelance | Online

January 2021 – Present Self-published author, selling over 1,600 copies since Jan '22, solely marketed through personal social media channels. Published in various digital & print publications; recent portfolio on adamjp.net. I also built the website. Over 20,000 combined social followers, with millions of monthly impressions. Occasional publishing on self-run newsletter, over a thousand subscribers. Lead policy researcher for a UK think tank.

Assurance Associate | EY | Belfast

September 2021 – March 2022 Auditing. Data entry & analysis. Lots of Excel.

Finance Intern | HSBC | London

June – August 2019 Insurance. Focused on customer journey creation, data analysis and website testing. Also lots of Excel.

Other Experience

I taught English in Italy for three months, and volunteered at a wildlife rehabilitation charity in India, also for three months. I was the vice-captain of my university's rifle club, and captain during a league competition. The title of my university thesis was *Beyond the Panopticon: Exploring the Panspectrum in the Era of Ubiquitous Connectivity*; it received a first-class grade. I have written copy for a heritage paper and stationery company.

References available on request
