

Caitlin Evans



caitlinevans.com

introduction

Qualifications

- Level 7 - Professional Consultancy
- Level 7 - Leadership and Management
- Masters Degree - Digital Marketing Management
- Bachelors Degree - Media and Communications

Experience

- Digital Marketing Officer
- Marketing and Communications Executive
- Marketing and Events Co-ordinator
- Marketing Campaign Executive
- Digital Media Lecturer

Skills

- Research
- Marketing planning
- Email marketing
- Data analysis
- Content writing
- Brochure designs
- Website
- Social media strategy
- Events & networking
- Video/audio editing

contents

I have worked on various campaigns and marketing strategies, this portfolio shows the key projects I have worked on.

- HMCTS Digital Support Project
- International Women In Engineering
- Innovate UK
- Welding
- Social Media
- Copywriting
- Internal Comms
- Notable Projects
- All Fest

HMCTS

Digital Support Project

What it entailed.

As the lead Marketing Campaign Exec on this project I looked after the entire marketing for the campaign. The project had various layers of activities. From partner onboarding email campaigns, referral partner campaigns, Facebook Ads and outreach campaigns direct to the service users.

- > Webpage design
- > Leaflets
- > Email campaigns
- > Postal outreach
- > Networking events
- > Webinars
- > Social media

We Are Group is partnering with HM Courts and Tribunals Service (HMCTS) to help people with online forms

We Are Group is providing Digital Support for those who don't have the digital skills to fill out forms online. Our company is a social impact company whose entire remit is to provide information and support so people can fill out HMCTS forms online.

The services we support:

- Appeal a benefit decision
- Make a plea for a non-imprisonable offence
- Making or responding to a small money claim
- Apply for probate of an estate
- Apply or respond to a divorce
- Applying for help with justice fees

Need help figuring out which service relates to you?

Call us on: **03300 16 00 51**

Digital Support for those who need help with online forms

We focus on assisting individuals who do not have the digital skills to fill out forms online independently.

Contact We Are Group on **03300 16 00 51** if you need support to fill out your forms online.

We Are Group are here to help in partnership with



Call: **03300 16 00 51**

Text: 'FORM' to 60777

Email: support@wearegroup.com



Appeal a benefit decision

You may have received a decision from DWP about a benefit claim you submitted. If you disagree with the decision, you can now appeal online. Don't worry, We Are Group is here to help.

Some of these claims include:

- Employment Support Allowance (ESA)
- Personal Independence Payment (PIP)
- Universal Credit (UC)
- Attendance Allowance
- Carers Allowance
- Disability Living Allowance
- Income Support
- Job Seekers Allowance
- Industrial Death Benefit
- Industrial Injuries Disablement Benefit
- Maternity Allowance
- Social Fund
- Pension Credit
- Retirement Pension
- Bereavement Benefit
- Bereavement Support Payment Scheme

Contact We Are Group if you need support filling out your forms online and we will find the right support service for you.

HM Courts & Tribunals Service

we are digital

Do you need help filling out online justice forms?

We Are Digital can help you fill out online forms to:

- Appeal a benefit decision - eg PIP, UC, ESA forms
- Submit a Plea online - eg speeding fine
- Online Civil Money Claims - as a claimant and respondent
- Help with Fees - for courts and tribunals fees
- Probate
- Divorce

CALL 03300 16 00 51

Find out more about eligibility on our website below.

03300 16 00 51
support@we-are-digital.co.uk
we-are-digital.co.uk/hmcts-user

Scan the QR code to find out more about the service.

HM Courts & Tribunals Service

we are digital

Do you need help completing a benefit appeal form online?

We can help you get online and walk you through the process.

CALL 03300 16 00 51

or text FORM to 60777

HM Courts & Tribunals Service

we are digital

Everybody needs good neighbours. Do your bit.

CALL 03300 16 00 51

or text FORM to 60777

Tell them there is help to fill in online forms.

HM Courts & Tribunals Service

we are digital

Many of our forms are now online.

CALL 03300 16 00 51

or text FORM to 60777

Help is available right on your doorstep.

See you soon.

HM Courts & Tribunals Service

we are digital

Appealing a benefit decision? Many of our forms are now online.

CALL 03300 16 00 51

or text FORM to 60777

If you need help completing online forms, we have people who can help.

HM Courts & Tribunals Service

we are digital

Providing Digital Support for the Digitally Excluded

Please call **03300 16 00 51** for Digital Support.

We Are Digital is helping people to access digital support services to fill out online justice forms. For example, people who find it difficult to access forms online or don't have the confidence or a device to do so.

Who are we?

We Are Digital is providing Digital Support for those who don't have access or are not confident in using digital services. Our company is a social impact company whose entire remit is helping others. We are here to provide information and support so people can become independent when filling out forms. We support people to fill out justice forms online.

We Are Digital support people with:

- Filling in forms & applications
- Uploading documents to online portals
- How to connect with local centres for support

Why do people need support?

HMCTS is moving many of its justice forms online and those who need support to fill out these forms are being offered free digital support.

Who needs support?

People who may need support:

- Do not have internet access at home
- Do not have the equipment to get online
- Cannot afford internet access or devices
- Do not have the confidence to use online services
- Do not understand how to use the devices they have

HMCTS has moved 6 of its services online.

Appeal a Benefit Decision - Social Security and Child Support - (e.g. Personal Independence Payment (PIP), Universal Credit, Employment Support Allowance)

Make a plea online - Single Justice Service - for summary-only offences (e.g. speeding or fare evasion)

Online Civil Money Claims - to resolve civil money claims online

Apply for a Divorce - to make an application to legally end a marriage or civil partnership

Apply for Probate - to apply for probate of an estate

Help With Fees - to apply for help with court and tribunal fees

*A person may be eligible for help with court and tribunal fees for this service. This depends on the amount of your savings; if you have a low income or if you receive certain benefits. Support may be provided with your Help with Fees application alongside another service where you require help to fill out the online form.

We can help people get online and walk them through the process.

People can access support via:

- Telephone
- Online
- Face-to-face through community and advice centres

If you feel like you require support for any of these services, **CALL 03300 16 00 51** so We Are Digital can find the right support service for you.

03300 16 00 51
FORM to 6077
support@we-are-digital.co.uk
we-are-digital.co.uk/hmcts-user

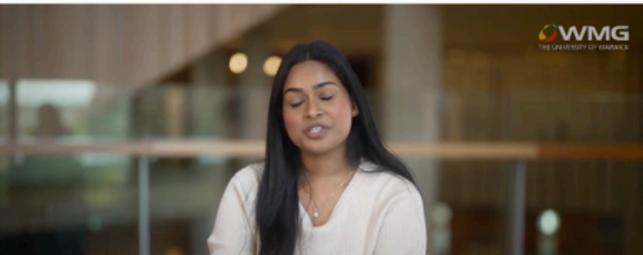
HM Courts & Tribunals Service

we are digital

"By promoting diversity and inclusion, we are building a stronger, more dynamic academic community where everyone can thrive." - Dr. Freesia Azmat, Associate Professor



"Women who want to pursue engineering shouldn't doubt themselves. Engineering is something that enhances your life and there is no gender to enhancing people's lives." - Deeksha Sampath



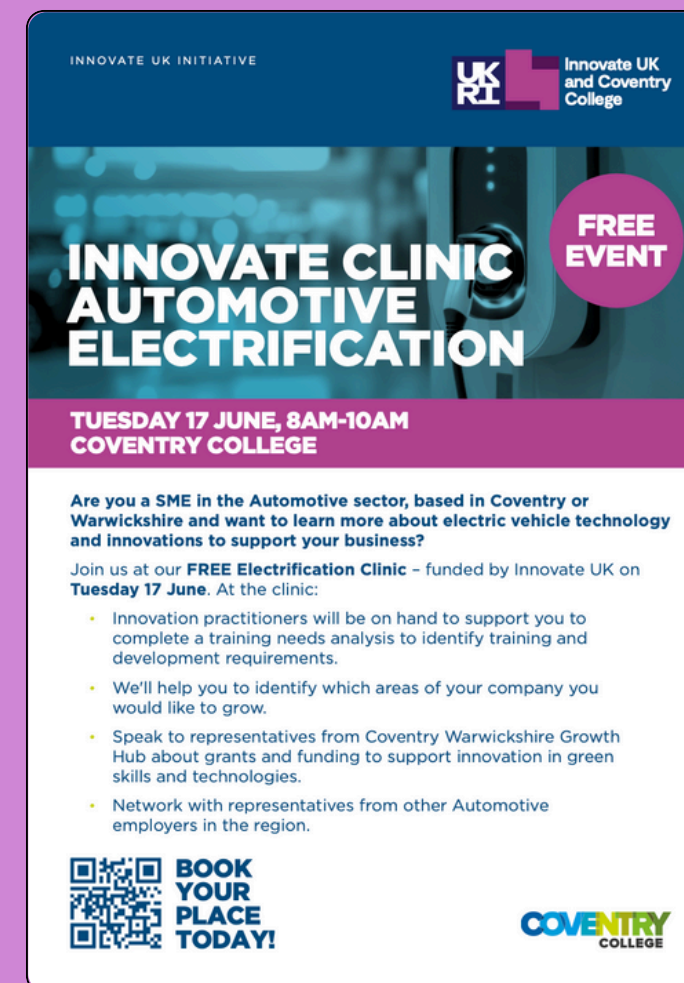
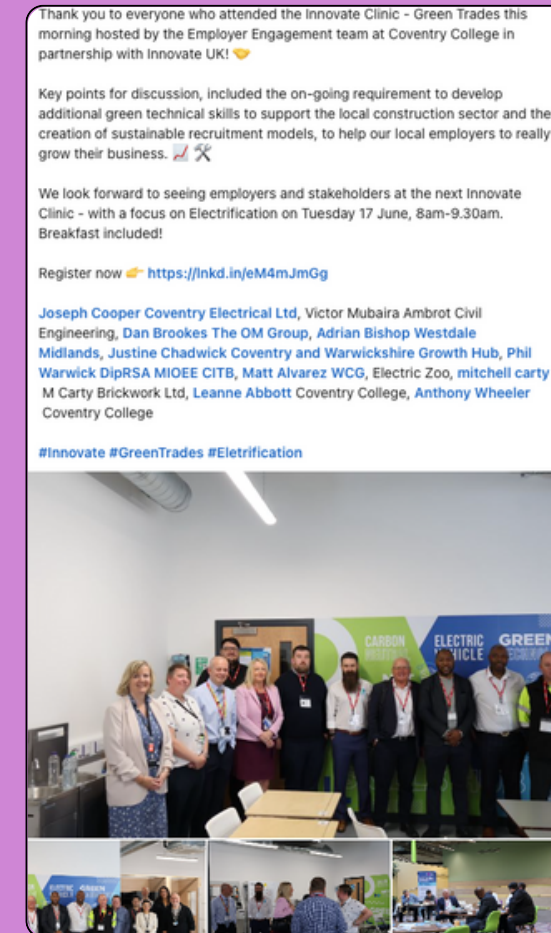
A blurred background image of a woman and a man in a laboratory setting. A yellow horizontal bar across the middle contains the text "Celebrating women in engineering".

12 reposts

Innovate UK project


This project was aimed at getting SME's innovative business support in partnership with Innovate UK. During this project I worked closely with the Business Development team and University of Warwick to help promote events using Eventbrite, LinkedIn and targeted email campaigns.

I attended the events to provide photography and videography as well as documenting the event for News and PR.



Campaign Name	Welding Skills
Description	<p>Welding course has been set up acknowledging the skills gap in industry.</p> <p>We have a 40k income target before end of year across 4 cohorts through L1 and L2 Welding.</p> <p>Enrollment date WB 07/04/2025</p>
Objective	Enroll at least 12 students per cohort. Primarily target those under 32k and/or
Goals	<ol style="list-style-type: none"> 1. Hit income target by end of July. 2. Develop skilled welders ready for the skills gap. 3. Become a well-known alternative
Target Audience Primary & Secondary	<p>Age 19+ unemployed or low-wage looking for employment.</p> <p>Alumni who are wanting to develop their skills</p> <p>Employees already working in construction</p>
Key Performance Indicators (KPIs)	<ol style="list-style-type: none"> 1. Minimum of 12 enrollments 2. Conversion rate at least 10% of leads to hit a minimum of 120 leads) 3. Website traffic and engagement metrics (views, time on site) 5. Email campaigns data.
Programme Information	<p>Welding – first cohort begins 28th April</p> <p>3 daytime cohorts, runs for 5 weeks. Monday to Friday 9am – 4.15pm</p> <p>1 evening cohort, runs for 15 weeks. Tuesday to Thursday 5.30pm – 8.30pm</p>
Marketing Activities	<p>Marketing activities:</p> <ul style="list-style-type: none"> • Target key areas of deprivation • Target employers in construction • Advertise in job shops/job centres • Send leaflets and email campaigns
	<ul style="list-style-type: none"> • Target postcodes for leaflet drops • Social media campaign on Facebook, LinkedIn and Twitter • Target alumni from construction who may need upskilling for work
Actions	<ul style="list-style-type: none"> • Upload course content to website • Create marketing materials such as brochures and screens • Send an email campaign to Alumni • Promote on social media • Sales team to outreach to employers
Budget	•

WELDING SKILLS



Share this

[Ignite your passion for welding and develop valuable skills for work](#)

We have identified you as part of our college Alumni who might be interested in this course to further develop your skills for work.

Coventry College is running a Welding Skills course which will guide you through a hands-on practical experience learning in a supportive environment, delivered by an industry professional tutor.

Daytime course

Start: From Monday 28 April

Duration: 5 weeks

Onsite: Monday, Tuesday, Wednesday

Time: 9am – 4.15pm

Evening course

Start: From Monday 28 April


Duration: 15 weeks

Onsite: Tuesday, Thursday

Time: 5.30pm – 8.30pm

Qualifications

At the end of the course you will receive a Level 1 and 2 Award in Welding Skills.



Jobs you can apply for after the course

During the course you will be equipped with the skills you need to apply for welding jobs such as:

Manufacturing

- Metal fabrication/welding companies
- Exhaust manufacturers
- Structural steel manufacturers

Automotive

- Repair shops
- Manufacturers
- Maintenance
- HGV vehicle repair

Other sectors include: marine engineering, crane service repair engineer, agricultural machinery manufacturers, mining and quarrying, waste treatment/management companies.

[Find out more](#)

Cost

This programme is **FREE** for those eligible for WMCA funding. This will depend on your income. You may also be eligible for co-funding via your employer. If this does not apply, the cost of the course is £1,195. Please contact us for more information.

Who is the course for?

If you are interested in working in the automotive, engineering or manufacturing industries this course might be right for you.

[Enquire now](#)

Get in touch

Alternatively for more information please email:
hello@coventrycollege.ac.uk or hello@coventrycollege.ac.uk

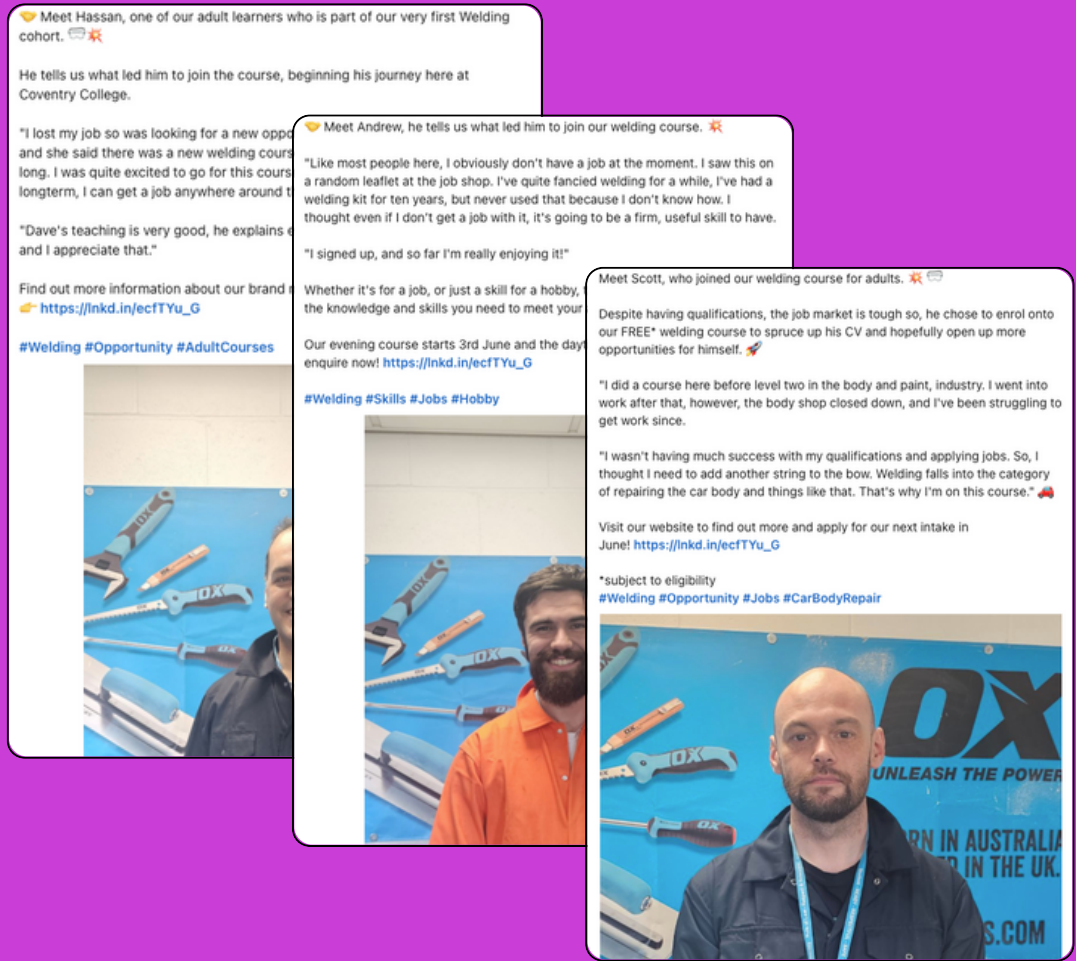
Many thanks
Coventry College

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 You have studied at Coventry College.

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 Coventry College
 50 Seacroft Street
 Coventry, CV1 5DG
 United Kingdom

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 You can [update your preferences](#) or [unsubscribe from this list](#).



Welding

There is a lack of skilled welders in industry. Leading the marketing on the Welding project the goal was to fill a brand new course with a class of 15 students.

We successfully filled the course by:

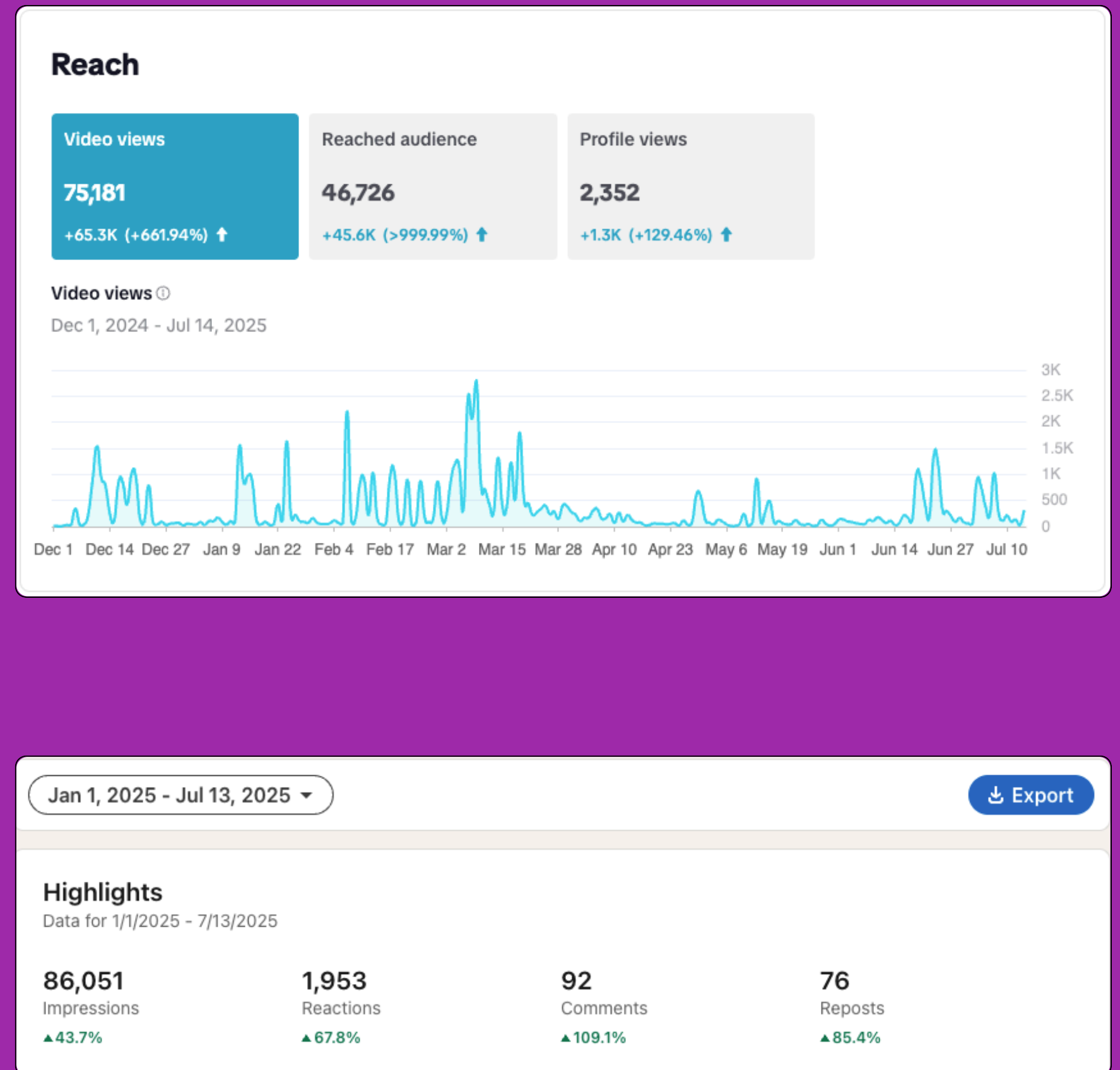
- > targeted email outreach
- > organic Facebook posts
- > a referral campaign
- > B2B outreach

I conducted interviews with the first cohort and used the content to promote the second cohort via social media.

Social Media

I created a social media strategy for both TikTok and LinkedIn with the target of growing the audience and engagement.

In the 7 month period you can see on the right the TikTok views gained a significant +661.94% and LinkedIn Impressions were up by +43.7% and Engagement had a significant increase by a minimum of +67.8% Reactions > +109.1% Comments.



Internal Comms

I have covered the Internal Comms role in all companies I have worked for.

The role has consisted of:

- > weekly newsletters
- > urgent updates
- > staff intranet
- > annual reports
- > events
- > arranging staff photoshoots
- > opening up communication in all depts.
- > improving staff working culture



notable projects



BBC C&W VISIT



**ESPORTS STUDENTS HOST
YOUNG CARERS EVENT**



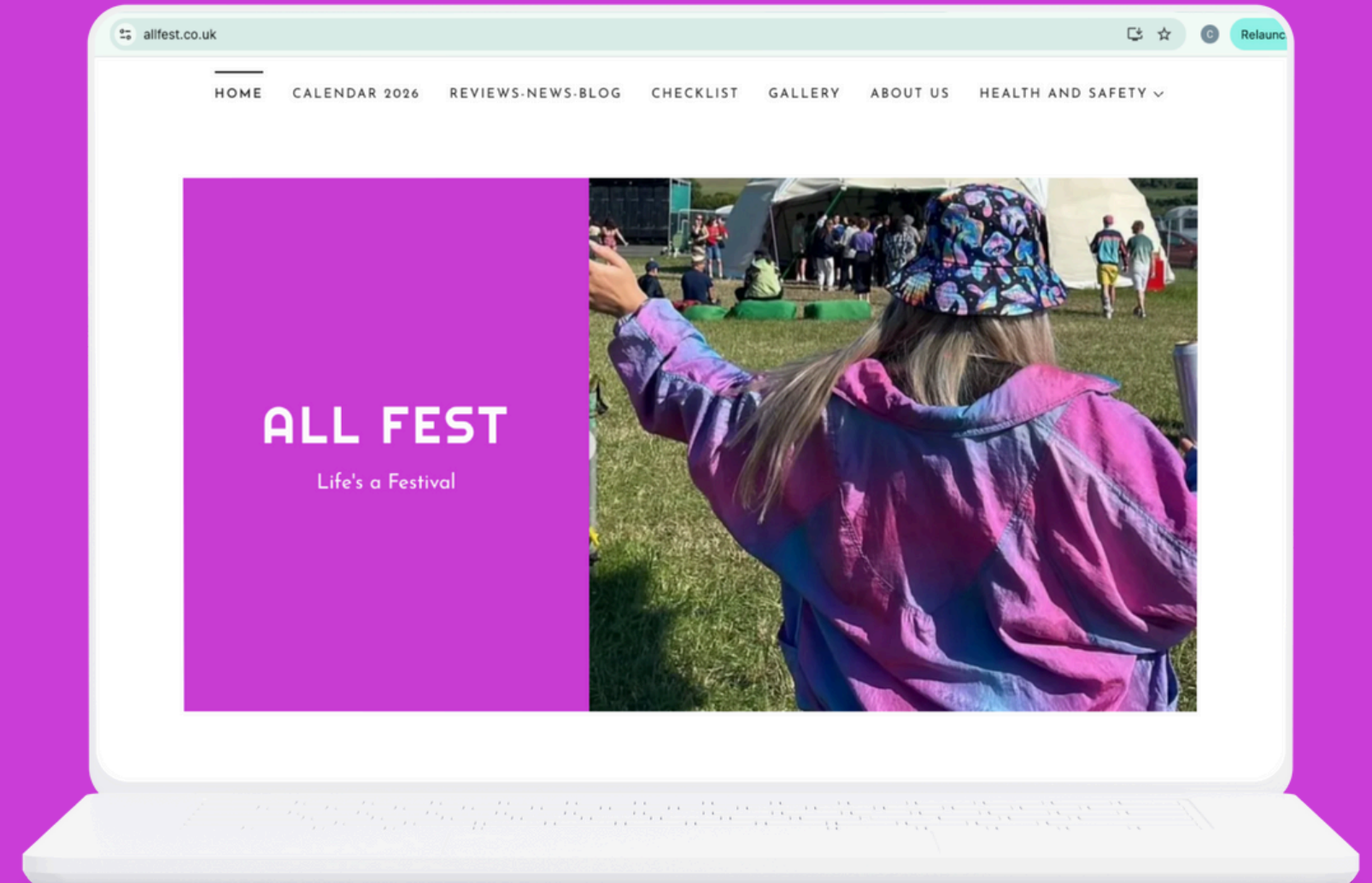
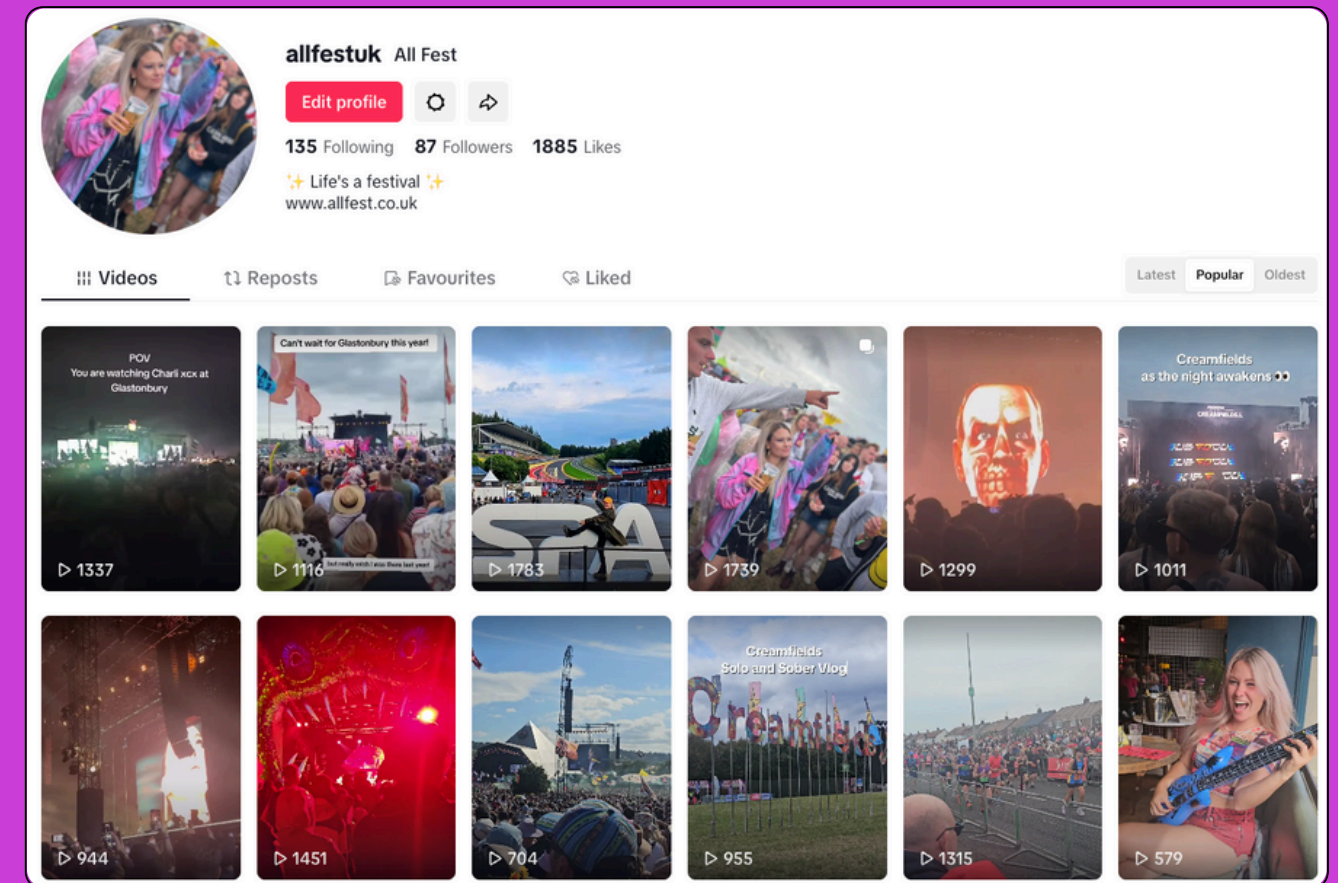
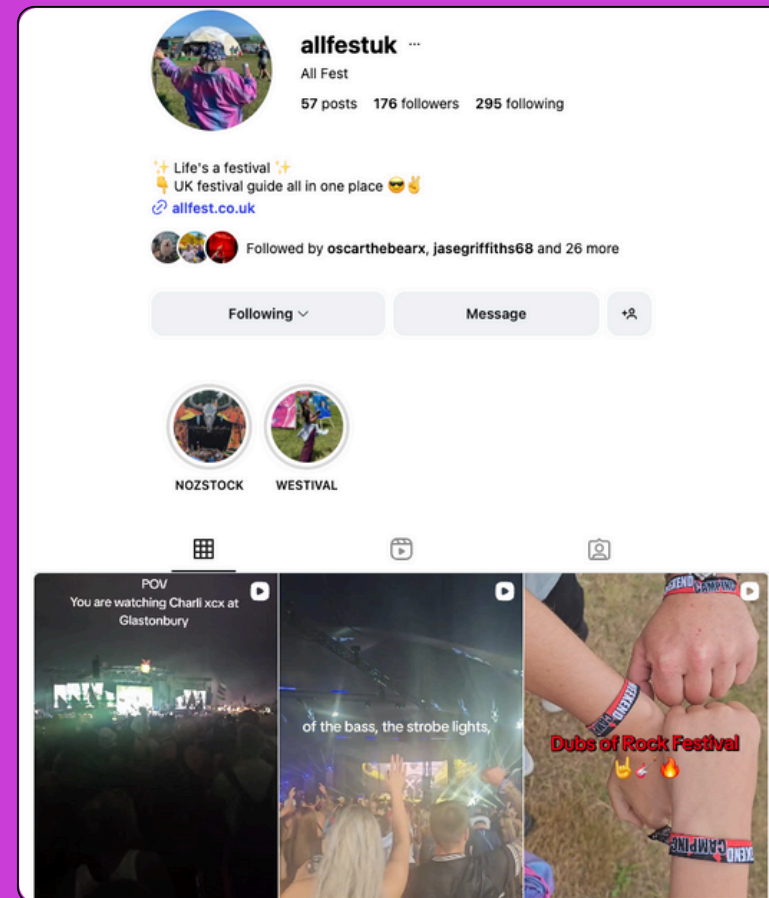
**MAYOR OF WEST
MIDLANDS, RICHARD
PARKER VISIT**

All Fest

All Fest is my personal project where I create festival and events news and reviews. I have been invited to a few smaller festivals to review and create content to help promote them. I have worked with Nozstock, Westival and Godiva. I have also created content covering Creamfields, Glastonbury, Bromsgrove and many more.

I create a yearly calendar of UK festivals with the mission to provide people with festival information all in one place.

www.allfest.co.uk



get in touch



www.caitlinevans.com



caitlin@caitlinevans.com

Please do get in touch for any freelancing work you require. I am happy to arrange an introductory meeting and discuss your business goals and create a proposal and quote based on your budget.

CAITLIN EVANS

thank you

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