

CONTACT

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Harvey Hunter

PORTFOLIO

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hunter.media01

EDUCATION

Sheffield Hallam University
BSc (Hons) Sport Business
Management, 2022-2025:
High First Class Honors

Modules included:

- Sports Business Marketing - 1st
- Independent Project in Sport (Dissertation) - 1st
- International Strategic Management - Exceptional 1st
- Applied Professional Development - 1st

MARKETING SKILLS

- Digital marketing
- Website management
- SEO
- Social media management
- Campaign planning & execution
- Email marketing
- Audience engagement & growth
- Content strategy & planning
- Analytics & reporting
- Brand development

CONTENT CREATION

- Photography
- Videography
- Video editing & short-form content
- Branding & graphic design
- Typography & layout
- Visual storytelling
- Drone flying

HARVEY HUNTER

DIGITAL MARKETING & CONTENT SPECIALIST

PROFILE

Marketing specialist with a mix of creative and commercial experience across private healthcare, B2B and professional sport. I've worked across multiple brands and industries, creating content, managing social channels and delivering campaigns across web, email, paid and organic social.

Comfortable behind a camera or planning a campaign, I take projects from initial idea to finished content, balancing creative ideas with clear business goals. My focus is on helping brands reach the right people, build interest and turn that interest into enquiries.

PROFESSIONAL EXPERIENCE

Skin Surgery Clinic | Good Skin Days Group July 2026 - Present Digital Marketing Executive

- Planned and delivered digital campaigns promoting surgical and dermatology services across all clinics, contributing to an 18% increase in online consultation submissions over three months versus the previous period.
- Managed social media content, creating copy, graphics and videos, contributing to a 121.4% month-on-month increase in online enquiries from social media.
- Produced professional photography and videography, including surgical footage, clinician headshots, surgeon interviews and bespoke staff and clinic content for website and social media use.
- Created and updated WordPress content, including treatment information, clinician profiles, team pages, promotions and testimonials, while improving layouts and formatting across devices.
- Ran paid social campaigns and analysed website and social performance using Google Analytics and Meta Business Suite.

Good Skin Days | Good Skin Days Group July 2026 - Present Digital Marketing Executive

- Planned and delivered campaigns promoting laser hair removal, skin rejuvenation and skincare products, including a six-week paid social campaign that generated 36 laser hair removal enquiries.
- Managed Instagram and Facebook content, creating copy, graphics and videos, delivering a 24% increase in website enquiries from social media over three months compared with the previous three months.
- Delivered a skincare campaign that generated 210 website link clicks over four weeks.
- Created promotional and educational content using Canva and Adobe Creative Suite, maintaining consistent branding across digital channels.
- Updated WordPress website content and monitored campaign performance to inform future marketing activity.

Qube Total Solutions (QTS) | Nene Group June 2025 - June 2026 Social Media & Content Executive

- Planned and delivered multi-channel B2B marketing campaigns across QTS and associated brands, adapting content and messaging for different audiences and platforms
- Managed social media activity, website content, and SEO-focused updates through WordPress, contributing to a 233.3% increase in website conversions month-on-month
- Used HubSpot, platform insights, and campaign reporting tools to improve engagement, reach, and inbound enquiries, including a 78.12% increase in email click-through rate month-on-month
- Worked closely with sales, product, and leadership teams to align marketing activity with commercial objectives and wider business growth opportunities

Further experience and examples of work available in portfolio.

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INDUSTRIES

- Private healthcare
- B2B marketing
- Venture capital
- Technical & commercial sectors
- Multi-brand business environments
- Sponsor-led campaigns
- Live events
- Professional sport
- Warehouse supplies

TOOLS

- Adobe Creative Suite
- WordPress
- Meta Business Suite
- Google Ads
- Google Analytics
- Microsoft Office
- Canva
- CapCut
- ClickUp
- HubSpot

CERTIFICATIONS

- HubSpot social media marketing
- HubSpot digital marketing
- HubSpot content marketing
- Canva essentials
- Canva social media mastery
- Canva graphic design essentials
- Canva scroll stopping content

Nene Ventures | Nene Group

June 2025 - June 2026

Social Media & Content Executive

- Supported marketing activity across multiple portfolio businesses, adapting strategy and content to different commercial objectives and audiences
- Managed multi-brand content planning, campaign delivery, and SEO-focused website activity through WordPress, contributing to an 18.89% increase in organic website traffic between Q3 and Q4 2025
- Used HubSpot and campaign performance data to improve engagement and audience targeting, helping increase followers by 209.1% and impressions by 110.9% over a 90-day period
- Worked closely with founders supporting wider business growth

Kyle Walker's KW2 Academy

April - May 2025

Social Media Executive

- Produced engaging football content that increased audience interaction.
- Filmed and edited visual content to support consistent and engaging social output including sponsor-led content

Sheffield Eagles

March - June 2025

Media Assistant

- Captured live match and wheelchair rugby events, generating engaging content for social platforms
- Operated Eagle Eye camera for match analysis footage, enhancing coaching resources

Sport Hallam

November 2024

Sport Media Creator

- Created clear, easy-to-follow visual content to guide users to key areas such as gyms and transport links
- Produced content in line with brand guidelines, keeping everything consistent across the brand

Doncaster Knights

March - May 2024

Marketing & Content Creator (Work Placement)

- Produced real-time social media content during live events, capturing and editing photo and video under tight deadlines
- Created engaging matchday and campaign content that contributed to 1.4M impressions in one month and over 300K views in two weeks
- Worked within a fast-paced environment, balancing multiple content outputs across platforms while supporting commercial and sponsor activity

MARKETING PERFORMANCE HIGHLIGHTS

- **Social Media Enquiries** - Contributed to a 121.4% month-on-month increase in online enquiries attributed to social media (Skin Surgery Clinic).
- **Organic Website Performance** - Increased website conversions by 233.3% month-on-month (QTS)
- **Organic Campaign Performance** - Contributed to 1.4M impressions in one month (Doncaster Knights)
- **Social Media Growth** - Increased followers by 209.1% and impressions by 110.9% over a 90-day period (Nene Ventures)
- **Email Campaign Performance** - Improved click-through rate by 78.12% month-on-month (QTS)
- **Website Traffic** - Contributed to a 24% increase in website visits over three months compared with the previous three months (Skin Surgery Clinic).
- **Organic Website Growth** - Increased organic website traffic by 18.89% between Q3 and Q4 2025 through an SEO-focused strategy (Nene Ventures)
- **Niche Market Campaign Performance** - Generated 6,269 impressions, 112 likes, and 13 reposts, driving 21 page views and 11 new followers (Quote to Site®)
- **Campaign Performance** - Increased impressions by 46% and reactions by 108% over a 2-week campaign (Nene Ventures)
- **Content Performance** - Achieved 300K+ views in 2 weeks and 176K+ organic views (Doncaster Knights)