

Isabelle Lock's Marketing Portfolio

Isabelle Emily Lock

43 Leaders Way Newmarket Suffolk CB8 0DP

Photography Portfolio: <https://www.isabellelockphotography.co.uk/gallery/>

Mobile Telephone: 07399 789579

Personal email: Isabelleemily14@hotmail.com

Bio:

My main interest is photography, as it is both a hobby and part of my career path, which I feel helps me to take a different approach to marketing, as I view most things as aesthetic. During my time, I've set up and run social media platforms as well, managed accounts, or just created content for accounts. These have been in a range of different settings, which will become evident later.

I've managed a couple of social media accounts and made and managed a couple, with all I've made the content that would go on the social media platforms; these are a mixture of photo content and Videos which would go into reels which I would research on what's trending and what's not

Skills And programs I can use:

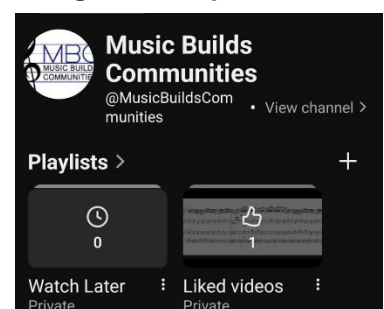
Copyright, Microsoft Office, Sway, Mailchimp, Goggle forms, Instagram, TikTok, Facebook, LinkedIn, Zoho, Limited Google Analytics, Limited Google Ads

Marketing I have done:

MBC band 2024-2025

MBC Band is a small community band which I created and ran Facebook, Instagram and YouTube pages for, both creating most of the content to go on it and scheduling and managing the platforms. For this, I required skills in photography, videography, Time management and Scheduling skills. I taught the band members about copyright laws and what media we can and can't use.

I used platforms such as Capcut, Premiere Pro, Photoshop, and Instagram Analytics and scheduling.



Uni Event Account 2025

During my time at uni, I created an Instagram account for our exhibition, which was held at the Museum of Technology. I did this so we had all the information on one platform and so we could encourage people to our event. We felt this was successful as we got people who weren't related to the people exhibiting coming

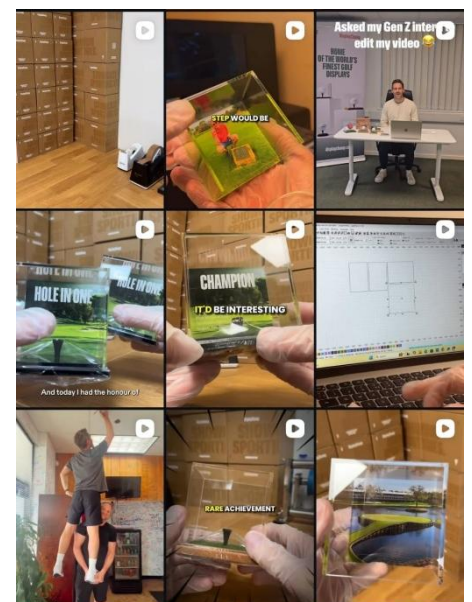
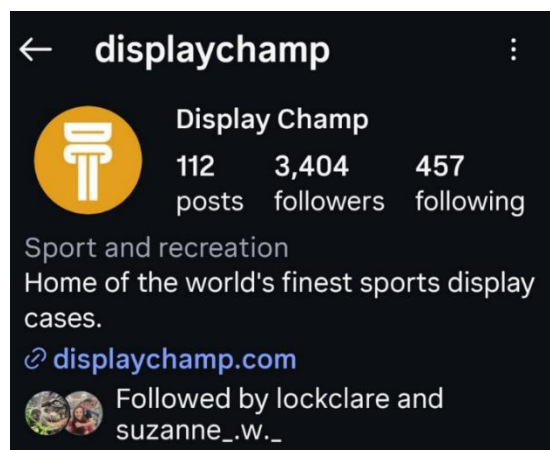
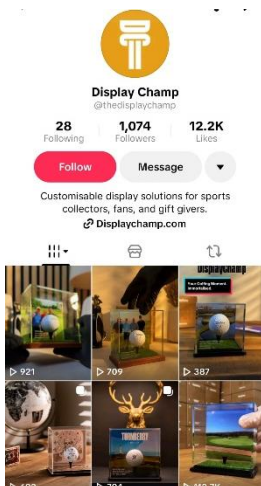


Display Champ Internship 2025-2026

For Display Champ, I created content for their Instagram and TikTok. This included making reels and still posts. I also did brand research for social media; a component of this included reaching out to influencers to collaborate with, competitors' and trends.

Rank	Display Champ	Followers	Engagement	Content Type	Notes
1	Display Champ	1,074	12.2K	Reels	High engagement, consistent posting
2	ARU Photography and Fine Art	41	6	Posts	Art and photography focus
3	Cambridge School of Art	120	15	Reels	Art and photography focus
4	Cambridge School of Photography	150	18	Reels	Art and photography focus
5	Cambridge School of Design	180	20	Reels	Art and photography focus
6	Cambridge School of Architecture	200	22	Reels	Art and photography focus
7	Cambridge School of Engineering	220	24	Reels	Art and photography focus
8	Cambridge School of Business	240	26	Reels	Art and photography focus
9	Cambridge School of Law	260	28	Reels	Art and photography focus
10	Cambridge School of Medicine	280	30	Reels	Art and photography focus

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Cambridge Academy For Science & Technology Internship 2026-present

I've changed my contract from intern to Casual staff and Photographer

During my time at CAST June – July 2026, I was given access to be in control of their Instagram and Facebook; this intern increased their followers and views. To be able to achieve this, I used apps to create posts, e.g. Canva, scheduled content using platforms like ZOHO, managed the social media platforms, and researched competitors.

As well as making promotional pamphlets and handouts, prospectuses, and new letters and forms

I also managed event planning, where I did admin work as well as my normal advertising tasks. I also managed people attending the event. For one of these events, I managed to double the number of people who were expected to turn up.

I used tools such as Canva, Premiere Pro, Zoho, Instagram, Facebook, Sway & Google forms.



Case Study One:

Brand: Cambridge Academy of Science & Technology

Platforms Used: Zoho, Instagram & Facebook, Google Forms, sway

Objectives:

- To get more students to attend the sixth form
- To advertise the school & events
- Create a branding for the main school and Sixth form

Strategy:

- Creating ads for open evenings and welcome days
- Creating handouts for events
- Creating reminders for events either by posting or stories
- Posting pictures from events and trips

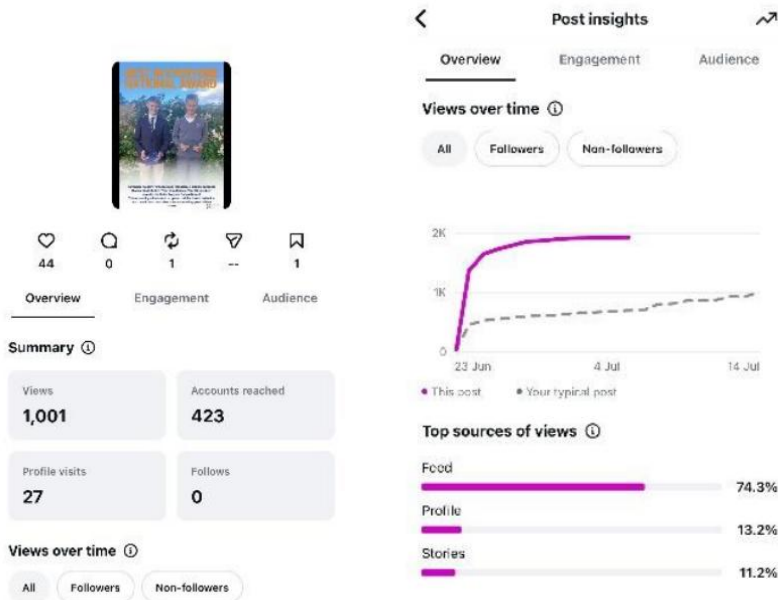
Execution:

I executed the objectives of the brand by making several ads (posts, as I couldn't do paid ads) for each event, like open evenings and opportunities, reposting important ones to stories or creating another ad of the same event with different images as a reminder of the event and then pinning important events to the top of the page. Then posting trip photos or event photos.



Analytics:

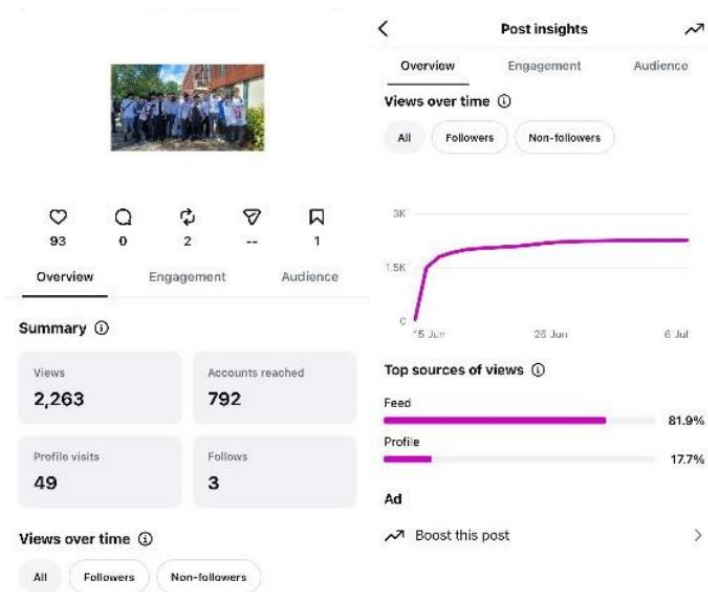
Highlights from the June Instagram posting



Best in everyone – 22nd June

Views – 1,001

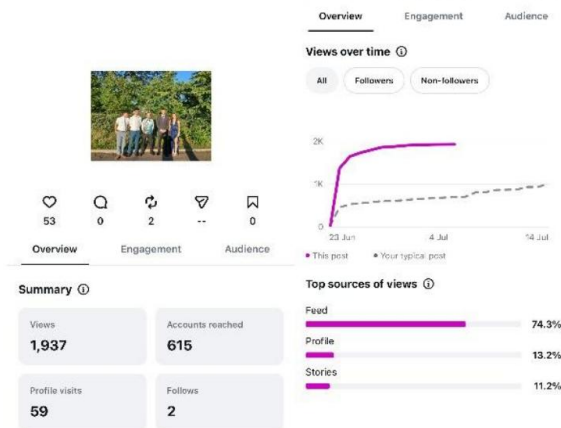
Non-follower percentage – 48%



Year 11 celebration – 15th June

Views – 2,263

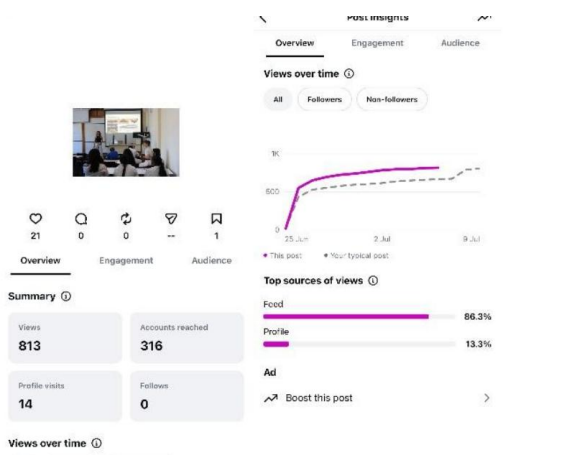
Non-follower percentage – 61%



Year 13 Prom – 23rd June

Views – 1,937

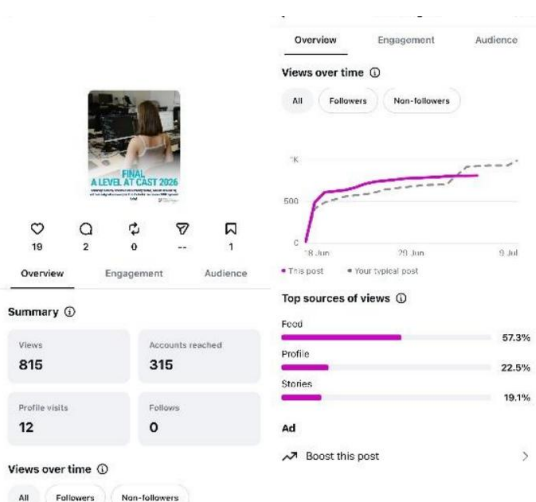
Non-follower percentage – 49%



Year 9 Dyson Centre trip – 25th June

Views – 813

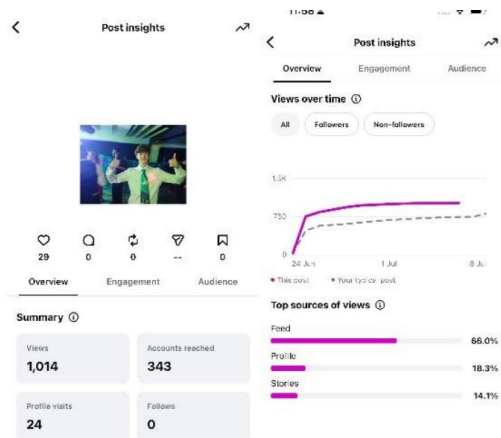
Non-follower percentage – 31%



End of A levels – 18th June

Views – 815

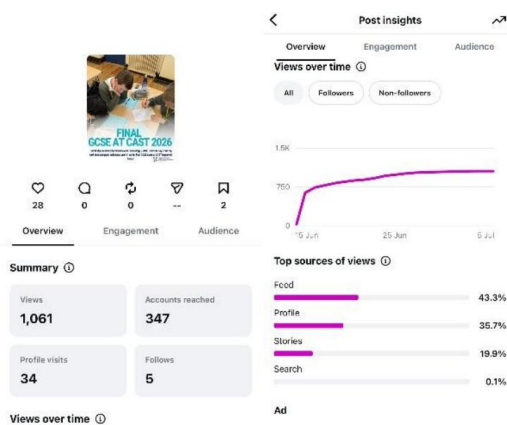
Non-follower percentage – 39%



Year 13 prom part 2 – 24th June

Views – 1,014

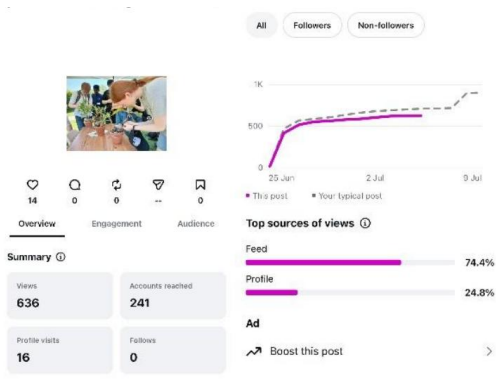
Non-follower percentage – 35%



End of GCSE's– 15th June

Views – 1,061

Non-follower percentage – 42%

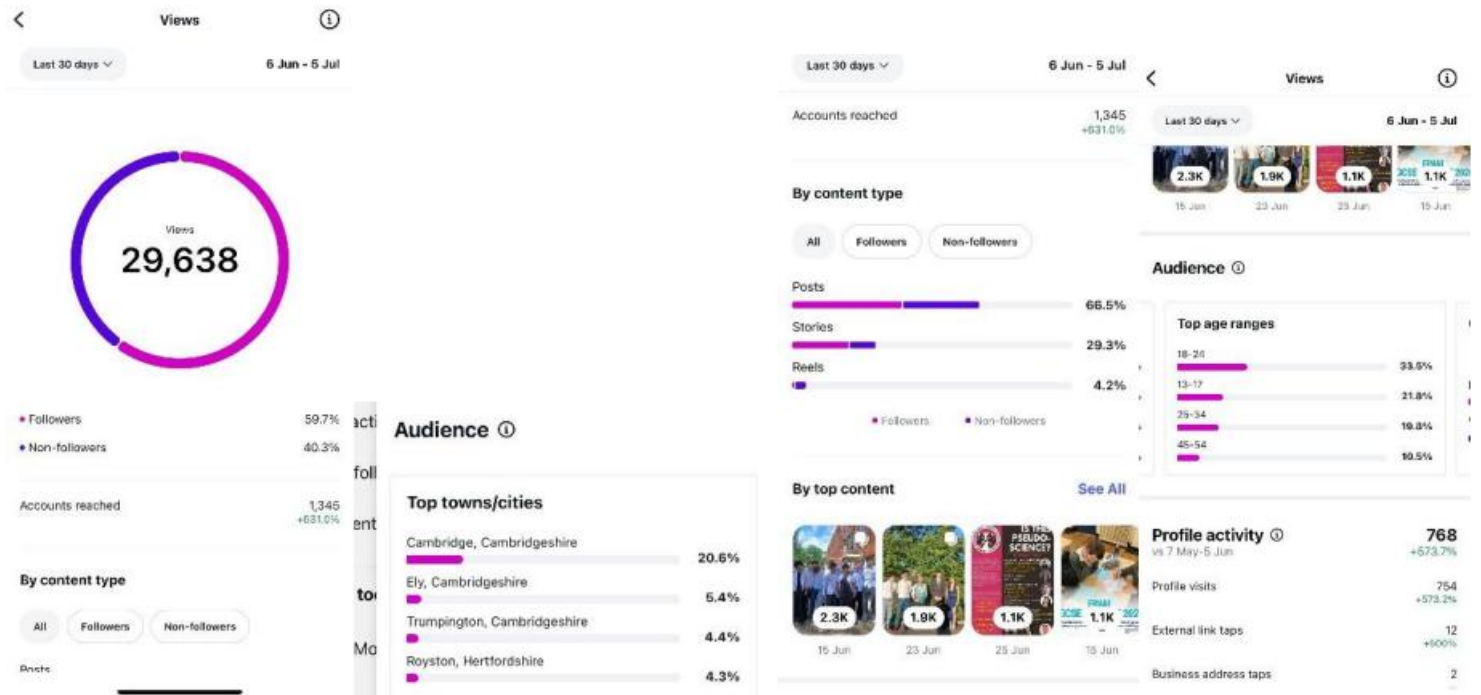


Biotaics Gardens - 25th June

Views – 636

Non-follower percentage – 34%

Overall statistics from the last 30 days (6th June to the 5th July 2026)



Key numbers –

Views: 29,638 (from May 2026 there was a 3161% increase in the number of views)

Your views are way up

Your views were up 3161% compared to the previous month! Your content is really getting noticed.

Views last month

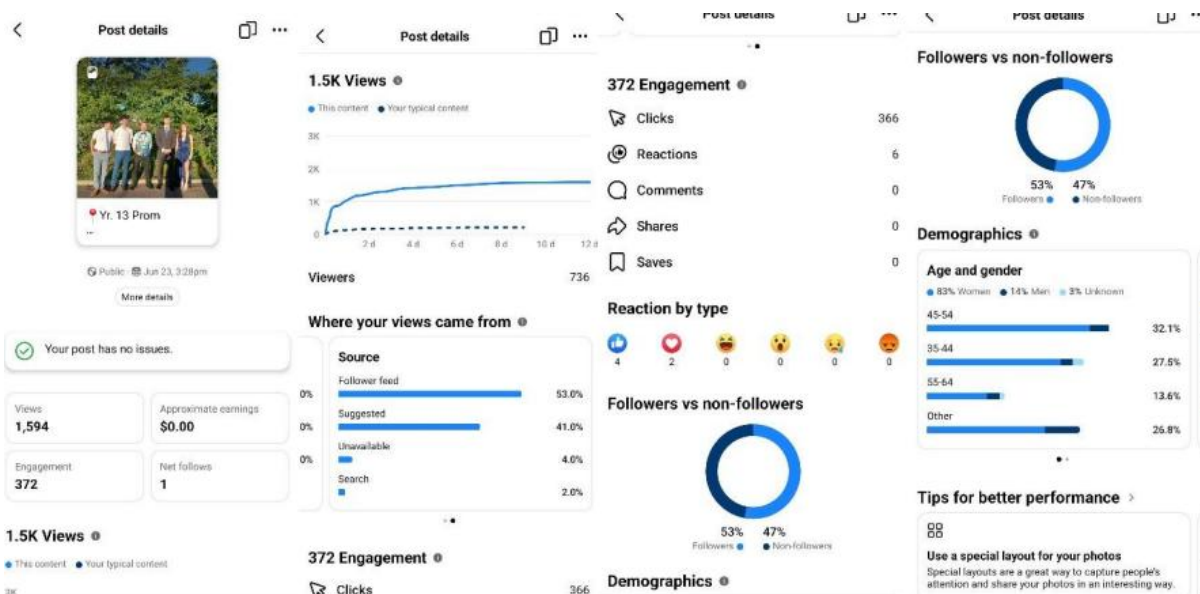


- 40% from non-followers

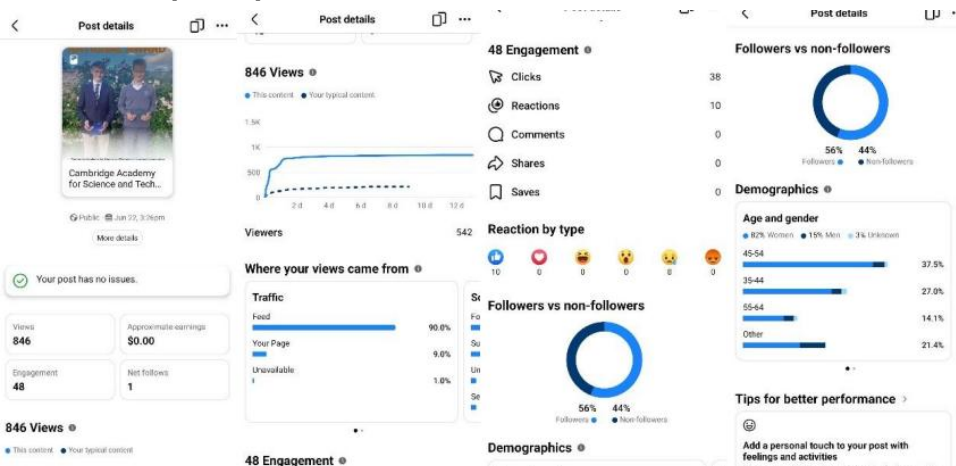
- Vs the 30 days previously (7th May to the 5th of June) there was an increase of accounts reached by 631%
- Vs the 30 days previously (7th May to the 5th of June) there was an increase of activity by 574%
- The number of profile visits was 754 (and a 573% increase on the 30 days previously).
- There has been a 6% increase in the number of followers since June 5th (31 new followers)

Facebook highlights from the last 28 days (July 2026)

The Facebook wasn't used for a year before me starting my internship so in a way it was starting from fresh again

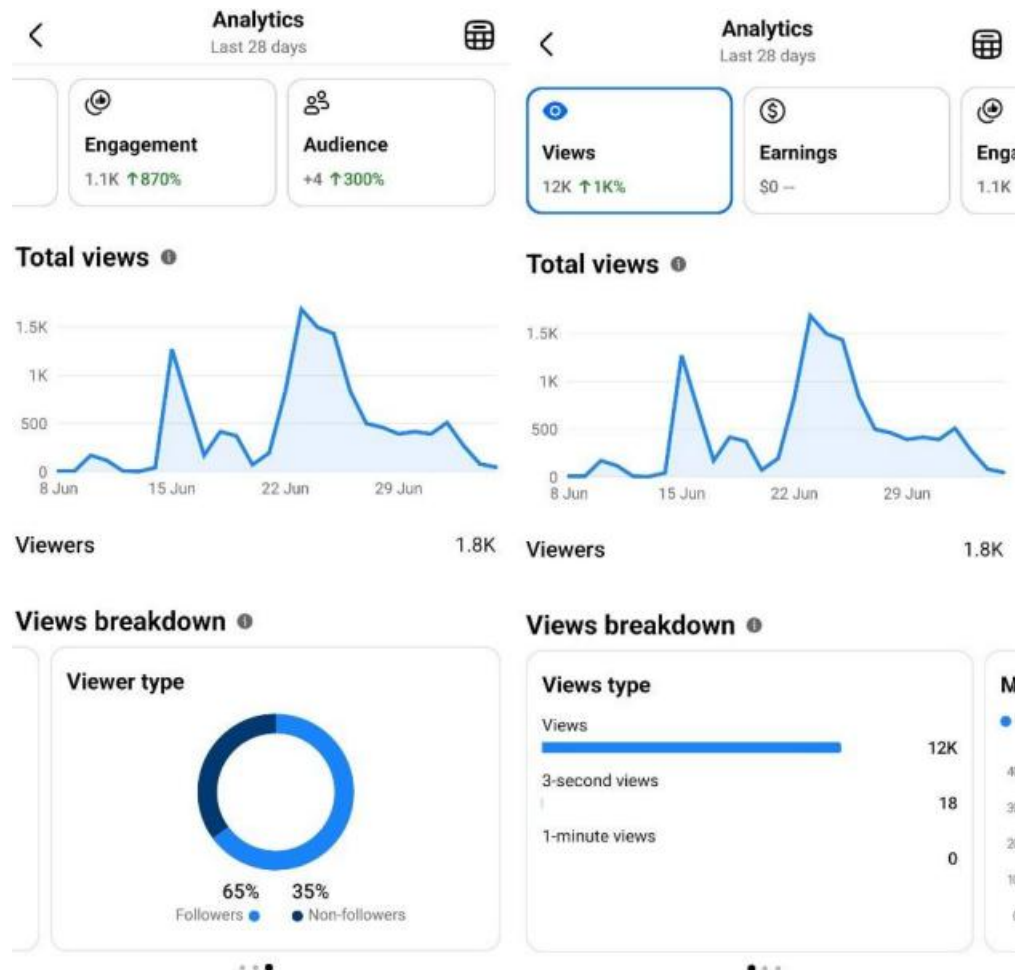


Year 13 prom post - 1594 views



Best of everything award – 846 views

Overall statistics from the last 30 days(July 2026)



Key statistics

- Number of views: 12,000 (1,000% increase from the previous month of May 2026)
- Non-follower viewer percentage: 35%
- Number of engagements: 1,100 (870% increase from the previous month of May 2026)
- Followers gained: 4

Overall, I feel my time managing CAST Social media platforms was successful, as even though I was there for a short time, I was able to see growth and create a style for the brand, which I handed over after I finished my internship.

Links to Social platforms:

Instagram: <https://www.instagram.com/cast.education?igsh=MWtoc3BvaDZ5ZTE1cA==>

Facebook: <https://www.facebook.com/share/1M8QZKBt72/>

Case Study 2-

Brand-Display Champ/Bright Ivy

Platforms Used: For Research and posting: Instagram, TikTok& Facebook

Programs- Photoshop, Premier Pro, Capcut, Excel, Google Ads,

Objectives for me:

- Create a plan to grow social platforms e.g. Colorations
- To view what our competitors are doing and create a plan for us to stand out
- To create content

My Stagey:

- Research and document companies & brands that Display champ/ Bright ivy can collaborate with and create data analytics on it and plan
- Research influencer collaborations and create data analytics on it and Plan
- Photograph and video products in an interesting way
- Research and share with others content idea

Execution & Analytics:



To see some my photography please check out my website

To create content, we recorded two main subjects for our reels: either showing the project being used, e.g., in a home-like setting, or the making process of the product, and for the still format, we would show the product being used, for example, on a shelf.

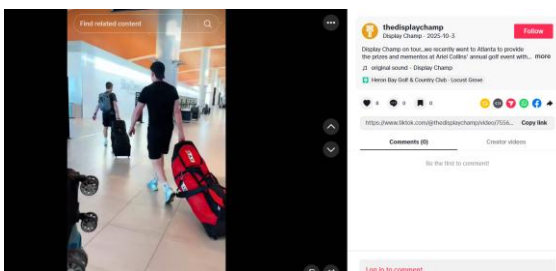
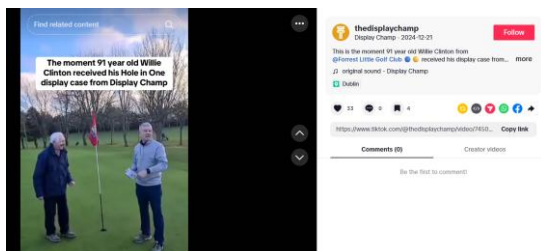
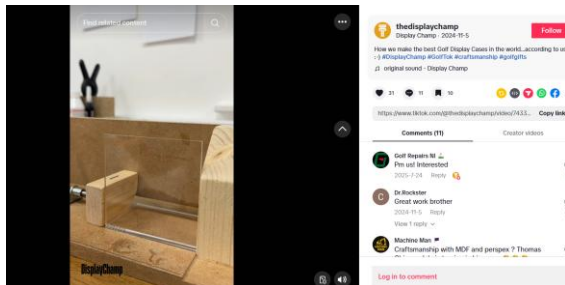
To keep up with trends that are linked to our brand, we would do research and then add any good ideas to a list to create.

I also did PR for competitor research and collaborations with brands and influencers.

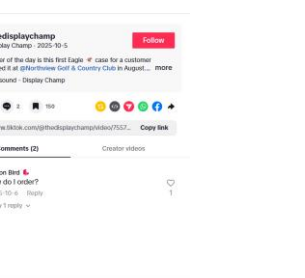
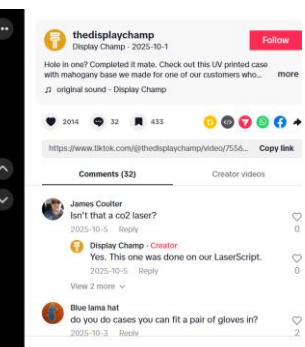
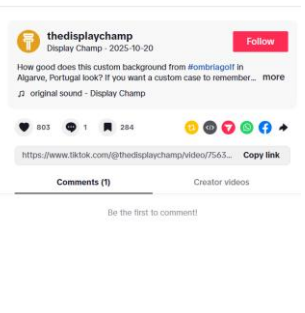
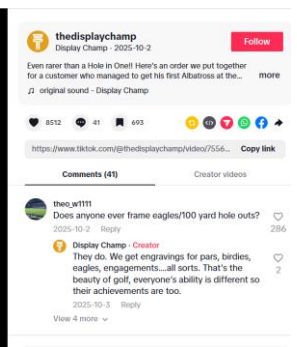
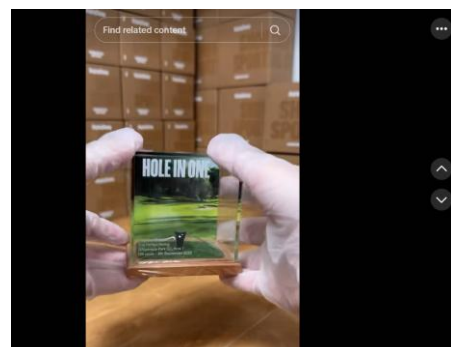
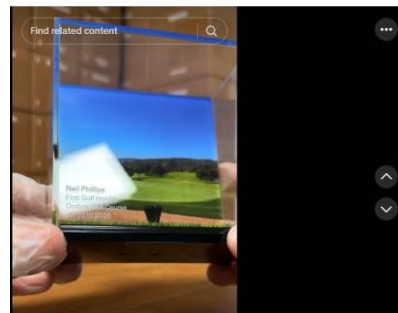
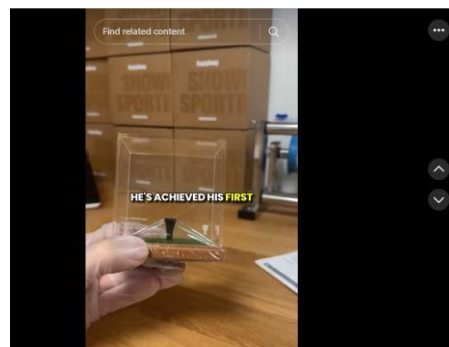
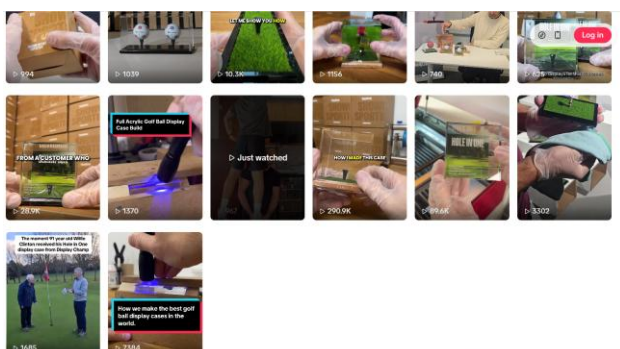
At Display Champ/ Bright Ivy these are sister companies I was manly a photographer and Videographer but this also led onto doing social media as I was capturing the content already so research trends then edit in a trendy way, the Social media accounts were manged by the company director so I can't access the data but I we noticed a increase of views and likes on social media when me and my other college started making the posts especially on TikTok as it was a very small company but during my time there I collaborated with other members of staff to create content this included both reels and still posts as well as doing the PR Research this included researching competitors, Companies/ influencers to collaborate with and trends to follow such as sounds which are popular, popular video formats and silly trends.

Before We made the content -TikTok

During us making the content- TikTok

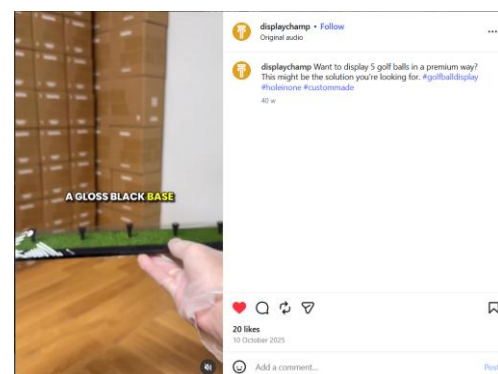


Views



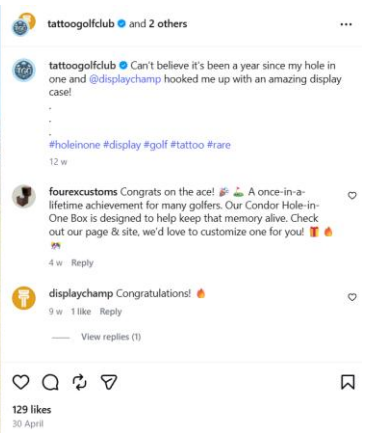
With Instagram, there was less of a big jump in results, but there was a steady increase in views and likes, with a definite preference for reels for our audience.

During us making the content- Instagram



For PR research, I researched who would be good to collaborate with and get views, such as golf influencers, and who were competitors to our company. This gave us a deeper understanding of what to post, who to work with to get views, and who's the target audience.

As well as my spreadsheets and Word docs from research

[illegible]

Links to social Platforms –

Instagram - <https://www.instagram.com/displaychamp/>

Website- <https://splaychamp.com/>