

Raiha Buchanan

Online Marketing



+46722346035

raiha.buchanan@gmail.com

<http://twitter.com/Raiha>

<http://www.linkedin.com/in/raihabuchanan>

Profile

Marketing professional with five years international experience. Proven skills conceptualizing and project managing effective new media campaigns, increasing revenue and traffic via viral solutions.

New Media Planner – Web Guide Partner – 2008–ongoing

Highlights: Traffic from social platforms increase by 164%, leads by 600%, (compared to 9 month period previous to strategy)- for leading gambling portal. Successful promotion of article resulted in traffic 13 times higher compared to daily average unique visitors.

Aggressive content promotion strategy resulted in total of 18.2% of traffic from social networks over 18 month period, for leading portable computer site.

Specialist in creative business development in new media. Responsible for strategy and project management of social media for world leading affiliate sites (*portals similar in size to PokerNews.com, bluffmagazine.com, Laptopmag.com*). Integrating social media alongside SEO and content strategies, **affiliate marketing through social networks and microblogs.**

Nordic Co-ordinator – Twestival.com – 2009–ongoing

Highlights: Invited into global management team, after holding two successful events which raised 9,500SEK for Charitywater.org, 9,000 SEK for Hungerprojektet.se in Stockholm. Overseeing region, which contributed to a global grand total of more than \$1.2 million USD to charities.

Twestival is the largest global grassroots social media fundraising initiative to date. Past charities supported are - Charitywater.org, concern.net and Hungerprojektet.se. Responsible for coordinating Twestival events in Northern Europe with local project leaders in 8 cities. Supporting and educating local project leaders, liaising with media contacts, sourcing sponsorship opportunities for local events.

Marketing Advisor – Buytogether.se – 2010–ongoing

Highlights: Sponsorship of local events, to increase visibility of brand. Increasing engagement of brand on social platform through marketing activities - which lead to increased email subscriptions and sales.

Assistance with new media strategy, SEO, public relations, viral marketing solutions, Wordpress, PPC, email marketing, social integration onsite. New site with changes - to be released by end of June.



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Founder/CMO – Tweetmeetup.com – 2008-2009

Highlights: Events held across 4 countries, in 5 cities - including Sweden, Denmark, Norway and USA. Assisting with creation of sister network - TweetmeetupOslo.

Tweetmeetup was designed to facilitate in real life meetings for social media addicts, and was the first of it's kind in Northern Europe. Purpose of meetups range from merely social reasons, to networking and information sharing events. Role of CMO included creating and implementation of new media strategy, business development, co-ordinating and organizing local events, liaising with external event holders.

Other Positions held:

Head of Marketing/ Stockholm Regional Manager – Young Entrepreneurs of Sweden 2009

Marketing Communications – Workey.se 2008

Sales and Marketing Consultant – Ross Human Directions - 2007

Marketing Communication – The Publicity Agency 2006-2007

Education

Victoria University, Wellington, New Zealand, 2001-2004

Referrals

Available upon request.