



MEDIA PERSONALITY
CONTENT CREATOR
SOCIAL MEDIA MANAGER

ANNA
MCGOVERN

portfolio

Let me introduce MY SELF

Hello! I'm **Anna**, a passionate content creator and social media manager dedicated to helping individuals and businesses thrive in the dynamic digital landscape. With a background in strategic planning and a keen eye for engaging content, I specialise in crafting compelling narratives that resonate with audiences across various platforms.

With a relentless drive for innovation and a deep understanding of audience behavior, I strive to exceed expectations and deliver unparalleled value to every project I undertake. Let's collaborate and elevate your brand's presence in the digital sphere together.





My biggest **WHY**

My commitment to delivering exceptional social media management services in the realm of politics and media is deeply rooted in a lifelong passion for community service and advocacy.

Having begun volunteering at the age of 15, my dedication was recognised with prestigious accolades such as the **Prime Minister's 1050th Point of Light** and the **HRH Diana Legacy Award** for outstanding humanitarian services to volunteering. This experience instilled in me a profound sense of purpose and a commitment to making a positive impact in the world.

My goal is to help political entities, content creators and brands achieve their digital objectives by crafting compelling strategies that resonate with audiences, foster engagement, and ultimately drive impact.

LIVE >



TALK TV

SATURDAY NIGHT TALKAWAY

20:26 @ANDREJPWALKER & @LOUDDANIELLE

KEN

 SPEAKING FROM LONDON

GBN LIVE



GREAT BRITISH DEBATE

Is there a war on the middle class?

GBNEWS.COM

Thetford 10°/19° ... has told GB News, victims are too scared to complain about 'sexual predat 16:25

LIVE >



TALK TV

▶ ANNA McGOVERN | POLITICAL COMMENTATOR

CORONATION CONTROVERSY CLAUDIA WINKLEMAN SLAMS 'TORY CHRISTMAS'

19:17

THE CORONATION



REASONED

My mission

My mission is clear: **I want to take your brand to the next level.** Whether you need captivating content creation, personalised strategy and advice, attention-grabbing video edits, comprehensive social media management, or a complete rebrand, I'm here to support you every step of the way.

Let's collaborate to turn your vision into reality and propel your brand to new heights of success in the digital world.

My vision

As a social media manager, my aspirational goals revolve around pioneering innovative strategies, staying abreast of industry trends, and forging enduring partnerships with clients to fuel unparalleled digital growth. My vision is to cultivate a dynamic and vibrant online community for clients, one that fosters meaningful connections and drives sustained engagement. Embracing adaptability, I am committed to continuously evolving alongside the ever-changing social media landscape, ensuring that my clients remain ahead of the curve and poised for long-term success.

[GET IN TOUCH](#)

The background of the entire slide is a light beige color with a faint, repeating pattern of sunflowers and their leaves. The sunflowers are depicted in a soft, sketch-like style, with their heads and petals clearly visible. The leaves are long and pointed, with visible veins. The overall aesthetic is clean, natural, and professional.

Empowering brands to reach *the next level*

Over 13.5
million
impressions
reached

Experienced
PR consultant
with specialty
for crisis
management

Recent
client: 227%
engagement
rate

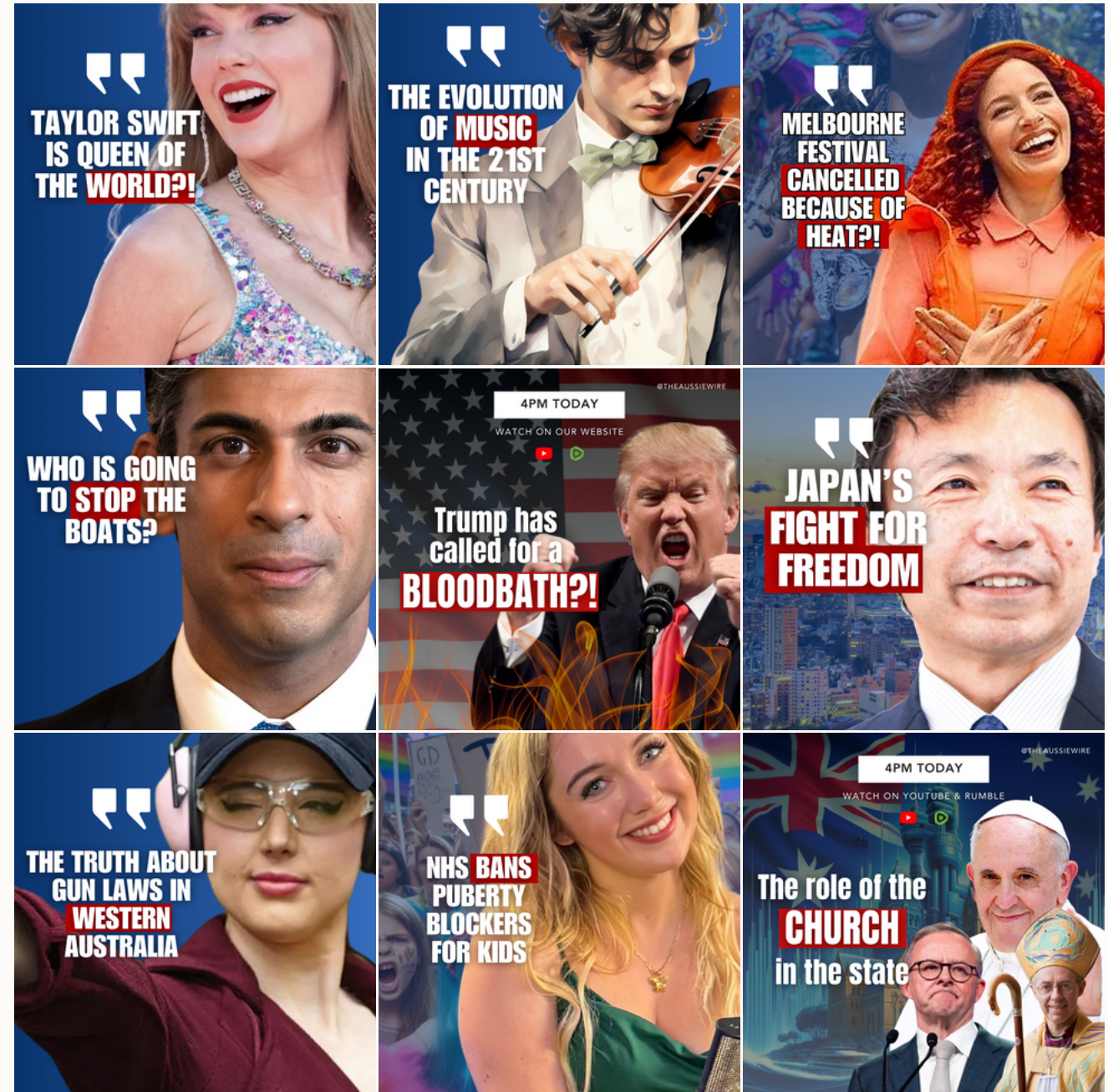
100%
satisfaction

Let me show you MY WORK

Are you in need of a skilled content creator to elevate your brand's online presence? Whether you're a public figure aiming to enhance your social media influence, seeking an experienced professional to manage your campaign, or a business in search of a social media expert to join your team, I'm here to help.

Having received recognition from the **Royal Family**, and created content which has engaged with public figures such as **Elon Musk** and **Jordan Peterson**, I am perfectly equipped to support your long-term outreach goals.

With a distinctive skill set ready to bolster your endeavors, let's elevate your brand to unprecedented levels of success.



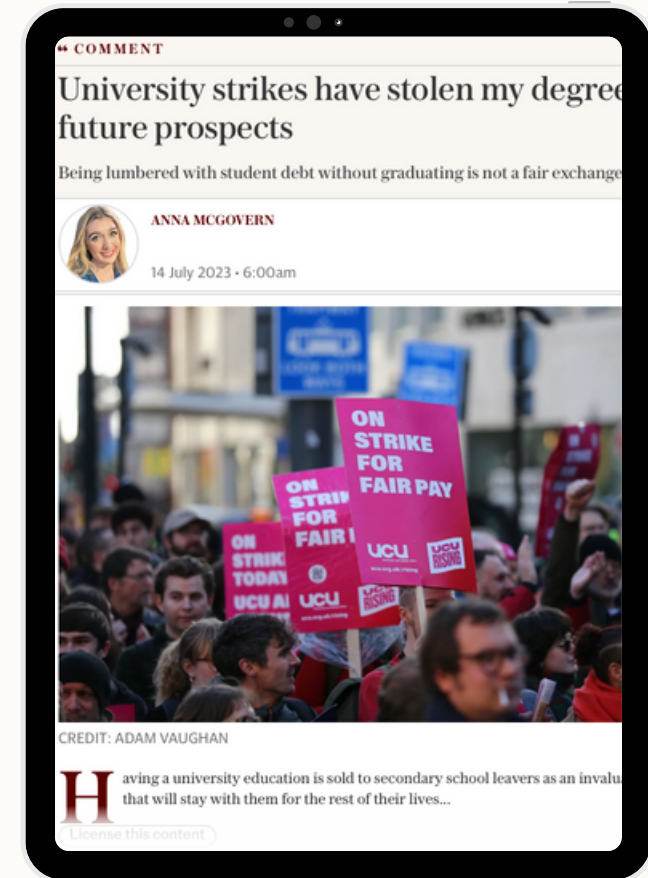
This is my EXPERIENCE



My background in running successful national campaigns has been recognised by the Royal Family and former Prime Minister Theresa May.

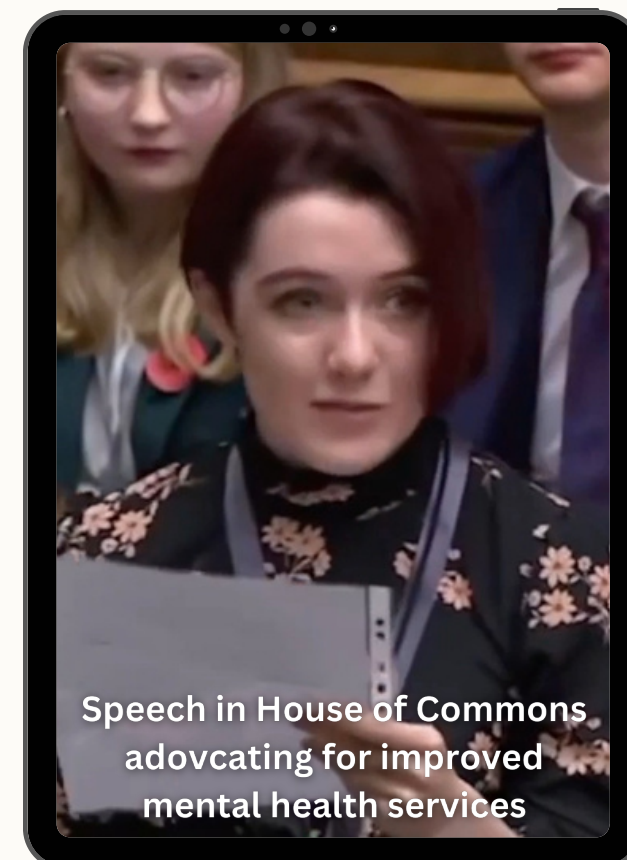
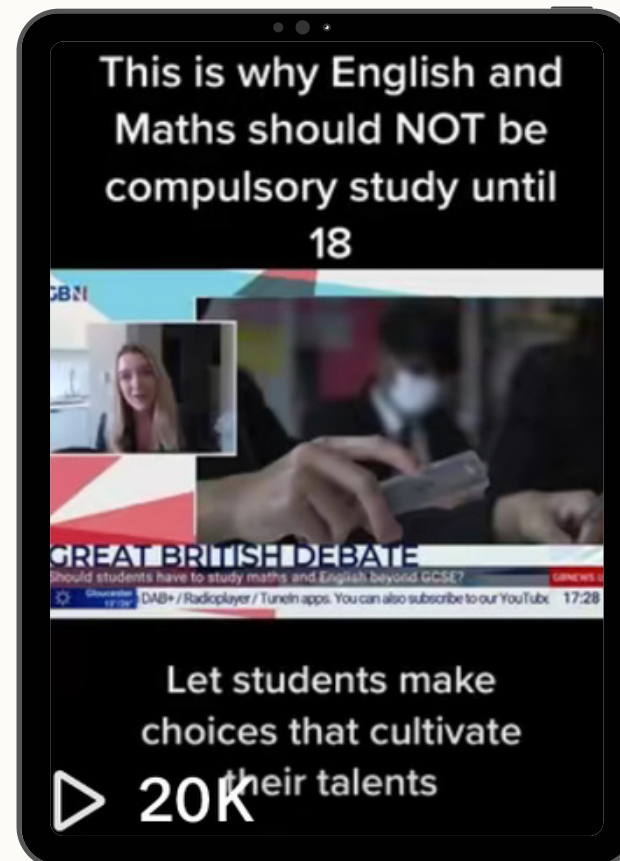
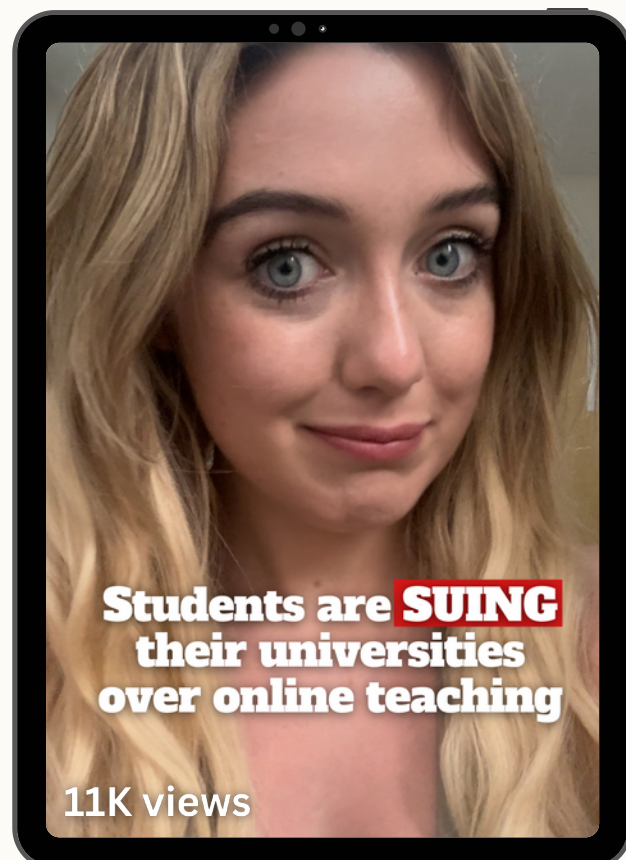
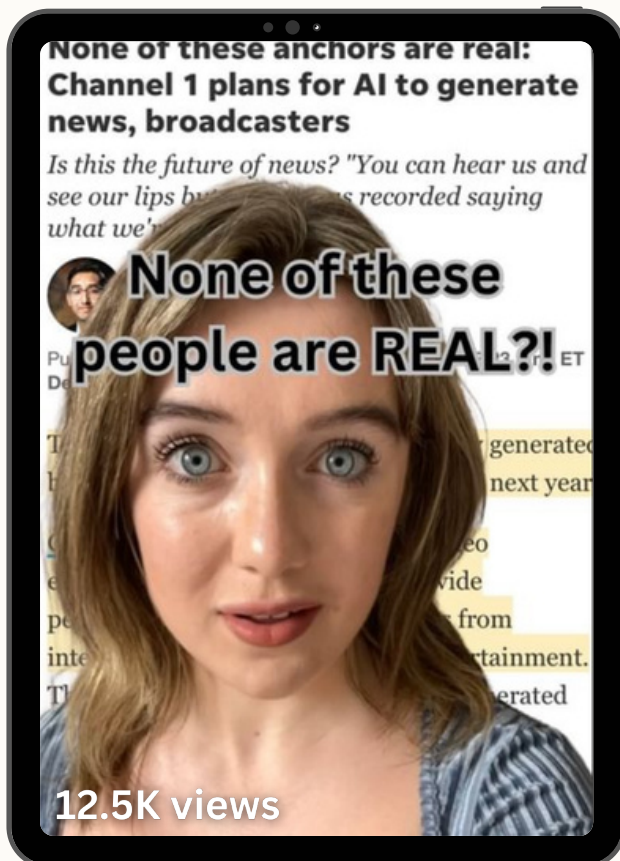
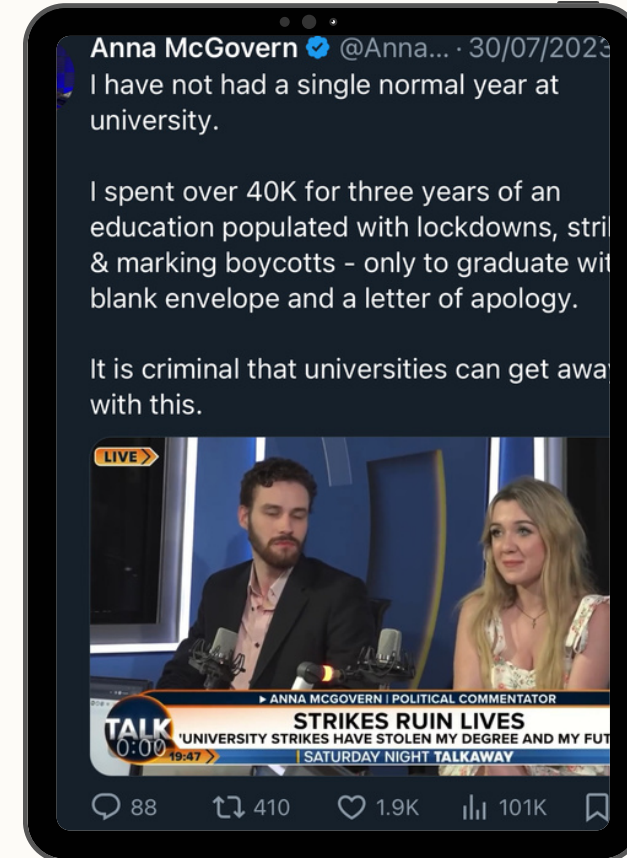
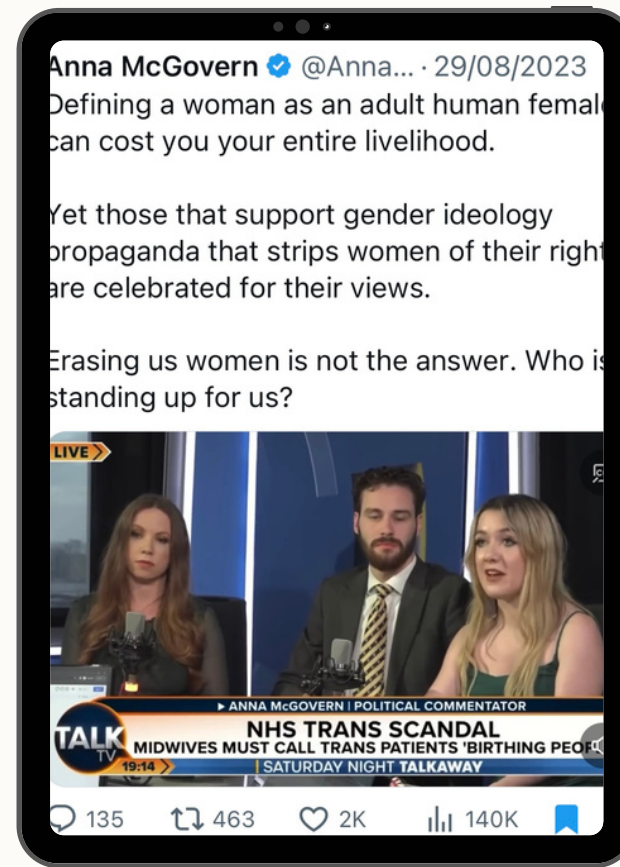


I have **spoken** at large-scale events across the world, including Childline's White Hat Ball, raising over £200K for charity.



I was invited to write for the **Telegraph**, and my work was featured in their national newspaper, online and their social media channels.

18.5K Twitter followers



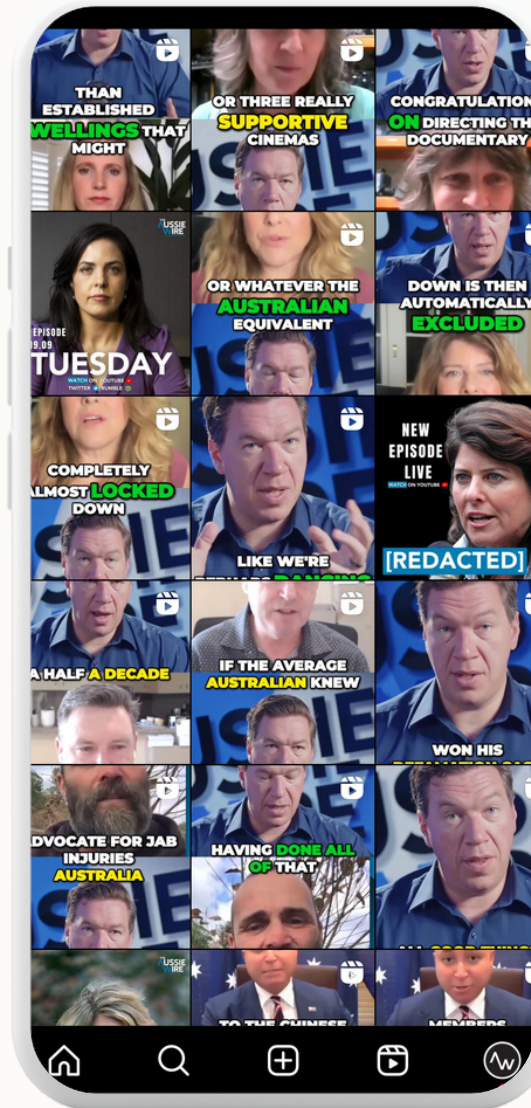
GET IN TOUCH

YOUTUBE AND RUMBLE THUMBNAILS



Instagram GLOW UP

Here's an example showcasing a comprehensive overhaul of a brand's social media presence, featuring a before-and-after comparison of their profile grid. Through the creation of custom-made templates, branded features, informative infographics, meticulously edited reels, and engaging thumbnails adorned with compelling quotes, I transformed their digital identity. The impact was significant: the company experienced a remarkable **362%** surge in supporter fanbase, consistently viral content, and over **2.2K%** increase in community engagement. Ready to elevate your brand's social media presence? Let's discuss how we can achieve life-changing results together.



BEFORE



AFTER

Client TESTIMONY



As the **Head of Distribution** for Aussie Wire, I embarked on a transformative journey to enhance their fanbase, engagement, and brand awareness, positioning them as a leading Conservative news podcast in Australia. Upon assessment, several challenges emerged, including limited reach, stagnant growth, and minimal audience engagement. To address these issues, a multifaceted strategy was implemented, combining data-driven insights with creative content initiatives.

Challenges:

1. **Limited Reach:** Aussie Wire struggled to expand its reach beyond its existing audience base.
2. **Stagnant Growth:** The podcast faced a plateau in growth, failing to attract new listeners or subscribers.
3. **Minimal Engagement:** Despite producing high-quality content, the level of audience engagement remained low, affecting overall brand visibility and influence.

Strategies Implemented:

1. **Audience Analysis:** Conducted in-depth audience research to understand the preferences, interests, and demographics of the target audience.
2. **Content Optimisation:** Revamped content strategy to align with audience preferences, focusing on timely, relevant, and engaging topics.
3. **Eye-Catching Templates and Visual Content:** Created visually appealing templates and high-quality graphics to enhance brand identity and attract audience attention on social media platforms.
4. **Collaborations and Partnerships:** Formed strategic partnerships with public figures, thought leaders, and like-minded organisations to amplify reach and credibility.
5. **Data-Driven Decision Making:** Utilised analytics tools to track performance metrics, identify trends, and optimise content strategies in real-time.
6. **Community Engagement:** Actively engaged with the audience through interactive features, Locals (our premium subscriber platform), and responding to comments to foster a sense of community and connection.

The RESULT

- 1. Significant Increase in Fanbase:** Aussie Wire experienced a notable surge in fanbase, with a marked increase in podcast subscribers and social media followers.
- 2. Enhanced Engagement:** The implementation of interactive features and community engagement initiatives resulted in a substantial rise in audience interaction, including comments, shares, and likes.
- 3. Improved Brand Awareness:** Aussie Wire's presence in the conservative news landscape was solidified, with heightened brand visibility and recognition across various platforms.
- 4. Positive Feedback and Testimonials:** Received glowing testimonials from satisfied listeners and followers, praising the podcast for its informative content, engaging delivery, and community-oriented approach.
- 5. Over 1 Million Impressions:** Achieved an impressive milestone of over 1 million impressions within a span of three months, highlighting the widespread reach and impact of Aussie Wire's social media initiatives.



ANNA MCGOVERN

LET'S ELEVATE
YOUR *brand*
TO THE NEXT
level.



services
INCLUDE

1

CONTENT
CREATION

2

SOCIAL MEDIA
MANAGEMENT

3

SOCIAL MEDIA
AUDIT

4

COMPREHENSIVE
ANALYTICS

5

EDITING

6

TV, RADIO AND
PODCAST

7

WRITING

8

CONSULTANCY

9

VIRTUAL
ASSISTANCE

10

CRISIS
MANAGEMENT &
RESPONSE

Prices may vary depending on the specific needs and requirements of the client.

I am able to facilitate individually tailored packages, long and short term agreements,
one-time projects and bookings.

Please get in touch with what you are looking for.

Brands I have worked for include



GET IN TOUCH



let's WORK
TOGETHER



anna@annamcgovern.com



annamcgovern.com

