

ANNE SALTER

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Social Enterprise Consultant fluent in English and Spanish with a background in International Relations and Politics. I specialise in providing marketing, project management and research services for ecosystem builders, social enterprises and inclusive businesses.

Social Enterprise | Digital Marketing | Research | Bid Writing | Project Mgmt | Event Mgmt

WORK EXPERIENCE

Client: Ashley Insight, Junior Associate (ashleyinsight.co.uk)

March 2015-Present

Ashley Insight provides consultancy services to donors, companies and non-profits in the arena of business and development. Its mission is to support effective and evidence-based design, facilitation and implementation of business models with social impact. As a consultancy post this role has allowed me to gain experience on several distinct projects:

- **World Bank Business Innovation Project:** Identifying and researching inclusive businesses. Drafting business profiles and business innovation models. Conducting interviews with inclusive businesses. Supporting team members with planning, desk research, creating presentations and diagrams, editing and proofreading of documents.
- **GIZ Landscaping Studies Project:** Reviewing studies on the inclusive business landscape in 10 countries around the world from separate authors and editing into one standard format to produce 10 consistent reports to a publishable standard. This role included proofreading, referencing, writing executive summaries and additional copy for the reports.
- **Business Call to Action:** Creating a database of support organisations in the inclusive business sector, deciding how best to categorise and display the information.
- **Marketing for the Practitioner Hub for Inclusive Business:** Responsible for the day to day running of the Practitioner Hub website. Editing blogs, running social media, disseminating newsletters and liaising with key partners. (Inclusivebusinesshub.org)
- **Inclusive Business Asia Hub:** Mapping key organisations and businesses in the inclusive business sector in Asia, designing and creating a database for displaying this information.
- **SearchInclusiveBusiness.org:** Searching for resources related to inclusive business, writing summary descriptions and categorising resources.
- **Global Innovation Fund:** Running applicant due diligence calls. Supporting the investment team in the application process.
- **Connect to Grow, a DFID supported matchmaking programme:** Leading on social media strategy for Connect to Grow. Supporting the team with outreach activities to engage local partners.

Client: Bubble Chamber CIC (bubblechamber.net)

May 2016- present

Bubble Chamber CIC are a UK based social enterprise that provides clarity for growth for the 4th sector through business coaching, consultancy, peer to peer learning & digital technology.

- **Rehabilitation for Addicted Prisoners Trust (RAPT):** Developing marketing plans for two start up social enterprises managed by, employing and supporting those in recovery.

Client: Social Enterprise UK (socialenterprise.org.uk)

November 2015-April 2016

Social Enterprise UK is the national membership body for social enterprises.

- **Organizaciones Sociales Exportadoras (Exporting social organizations):** Representing Social Enterprise UK for the British Embassy and La Federación de Organizaciones Sociales in Costa Rica, on a project to support 12 social enterprises to build links with the UK sector and start exporting. Presenting, in Spanish, an overview of the social enterprise sector in the UK on Skype and at a Conference in San Jose in February 2016.

Client: Marketing Consultant for Women Worldwide (womenworldwide.org)

June 2015-December 2015

Women Worldwide is a social enterprise that sells unique artisan products made by women around the world so that they can have a sustainable income.

- **Marketing strategy:** Providing ad hoc marketing support and advice to this start-up social enterprise. This has involved analysing current SEO ranking, making recommendations on how this can be improved and a Facebook advertising campaign during Social Saturday 2015.

Marketing & Communications volunteer at Ashoka Mexico (ashoka.org)

January 2015-February 2015

Ashoka is a leading global network of social entrepreneurs. The Mexico office is responsible for the Mexican, Central American and the Caribbean regions.

- Creating 2014-year review of website and social media presence using Youtube, Facebook, Twitter and Google Analytics. Optimising content of mexico.ashoka.org within the fixed Ashoka global format.
- Attending Social Entrepreneurship events and covering on Twitter in Spanish.

Marketing Officer at Social Enterprise UK (socialenterprise.org.uk)

November 2013-December 2014

Social Enterprise UK is the national membership body for social enterprises.

- Increasing number of members by over 20% above target each quarter from April to December 2014.
- Key role in the team that created Social Saturday, in conjunction with the Cabinet Office. Within this project I managed the design agency to create all the materials for the campaign, managed our twitter campaign, which had a reach of over 14m from 3,185 contributors and 10,305 tweets in the week up to and including Social Saturday, and analysed the success of the campaign.
- Managing 2014 Buy Social Christmas campaign. I created a Buy Social Christmas catalogue, project managed the build and promoted the project through social media, email and with corporate partners. The campaign created an increase of up to 75% in website traffic for all the social enterprises included and the majority reported an increase in sales. (buysocialchristmas.org.uk)
- Developing and executing all marketing across the organisation from membership recruitment, business services and events through all channels.
- Working with communications, policy, business and membership colleagues to ensure synergy between marketing activities and broader external affairs.

EMEA Marketing Assistant for Merrell at Wolverine Europe Ltd (wolverineworldwide.com)

April 2012-November 2013

Wolverine Worldwide is one of the largest footwear manufacturers in the world, selling 16 brands in over 200 countries. The EMEA Marketing team is responsible for subsidiary and distributor partners across the Europe, Middle East and Africa region, including emerging markets from Russia to South Africa.

- Liaising between Global, EMEA and ecommerce to create and implement a cohesive marketing calendar across all media.
- Conferences and trade show organisation- seasonal sales and marketing conferences in Portugal, USA, The Netherlands and France and trade shows in Germany. Managing design agencies to create banners, event logistics and agendas.

EMEA Marketing intern for Merrell with Wolverine Europe Ltd (wolverineworldwide.com)

August 2011-April 2012

Global Outreach Part Time Intern for NGO 'Peace One Day' (peaceoneday.org)

August 2010-September 2010

- Utilising Sales Force to contact and record potential collaborators in Spanish around the world.

EDUCATION

- City University London:** Introduction to Project Management 2015
- Institut Barcelona D'Estudis Internacionals:** MA in International Relations 2009-2010
 Dissertation: 'Which of the traditional European Integration Policies allow for successful integration of immigrants within the EU-15?' (Quantitative research)
- University of Southampton:** BA Upper Second Class Honours Degree in Spanish and Politics 2005-2009

PUBLICATIONS

2016

[Spain's first social enterprise accelerator rises](#) – Pioneers Post

[Comercio Justo en México: una visión desde el Reino Unido](#) - Emprendedores, Publicaciones Empresariales UNAM, México

[Costa Rica looks to social enterprise to achieve the Sustainable Development Goals](#) – Social Enterprise UK

[Costa Rica eyes social enterprise for continued social progress](#) – The Guardian

[Sustainable Development Goals: Tools for Business](#) – The Practitioner Hub for Inclusive Business

[25 years on Fairtrade is still needed](#) – Fairtrade Foundation

2015

[4 Formas de Colaborar para Innovar en Negocios Inclusivos y Sociales](#) – Lideres Agentes de Cambio

[A Perfect Storm for Social Enterprise in Mexico?](#) – The Guardian

[Inclusive Business in Latin America and the Caribbean- Publication Highlights](#) – The Practitioner Hub for Inclusive Business