



Portfolio Deck

William Pounder

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Introduction

Embarking on a career journey rooted in a life spent in the outdoors, I've not only embraced a way of life but also developed a keen insight into the markets and industries steering the realms of hunting and outdoors. My professional narrative is defined by becoming a subject matter expert in these domains, offering a unique blend of passion and expertise. This evolution has given rise to a distinct and refined approach in delivering impactful content for marketing initiatives within the industry.

I am a digital marketing specialist, photographer, creative and innovator. My strategies are value oriented and narrative driven. By crafting purposeful content, understanding the importance of delivering relevance to audiences and adopting an inbound approach, I aim to achieve I aim to achieve not only engagement but also lasting connections between brands and their audiences. My commitment to staying at the forefront of industry trends, coupled with my passion for creating compelling narratives, positions me as a dedicated professional ready to bring fresh perspectives and impactful strategies to any team or project.



William Pounder

www.linkedin.com/in/william-pounder/

Experience

- My career in a few bullet points

Recent Experience

- **Sako Sverige** | Social Media Management and Content Creator | Freelance | Stockholm, Sweden | Oct 22 - May 23
- **Marketing & Photography** | Freelance/Self Employed | Varied, UK/Sweden | wpounderphotography.co.uk | 2016 - Present
- **Naturjak i Sörmland AB** | Gamekeeper/Hunting Estate Manager | Nyköping, Sweden | August 2020 - April 2022 *Cont.*
Hunting Consultant | April 2022 - Present

Educational Background

- Media Production: Visual Narratives (15ECTS 'A') | Södertörns Högskola
- Digital Marketing (MBA Level Specialisation) | University of Illinois at Urbana-Champaign - eCollege
- BTEC Level 3 in Countryside & Environmental Management | Duchy College, UK
- Kartläggning av föränderliga ekosystem (7.5ECTS) | Umeå Universitet
- SFI – Swedish 'C'

Experience

Skills

- Digital Marketing
- Photography / Videography
- Content Strategy
- Social Media Strategy
- Multi-Channel Marketing
- Organic Content
- SEO
- Adaptive Writing
- Creative Design
- Project Management
- Data Analytics
- AI

Certification

Meta Certified Digital Marketing Associate



Google Digital Marketing and E-Commerce certified



WPounder Photography

wpounderphotography.co.uk





Sako Sverige

Social Media & Content

Sako Sverige

Sako is the distributor for Beretta Holdings in Northern Europe, with Sako Sverige overseeing operations in Sweden. There are 10 core brands distributed through the channels, primarily delivering firearms and firearm accessories for hunting and recreational users.

I was on a freelance contract to produce original content and oversee the Instagram page as part of an initiative to increase awareness and engagement. The contract ran from Oct 2022 - May 2023.

[instagram.com/sako_sverige](https://www.instagram.com/sako_sverige)



Sako Sverige

Between Oct 2022 - May 2023 I produced original content for Sako, focusing on spotlight products from the various Beretta Holdings brands, including Steiner, Tikka, Benelli and Burris Optics.

This content included still imagery and short-form video which I used directly on Instagram. A key part of the strategy was leveraging Reels to reach wider audiences in the target market.

Metrics showed an increase of 33% in engagement and 40% in reach month over month. With a steady increase of followers from 900 to 1200 an increase of approx. 33%.



The Duchy Gunsmiths

Social Media, Content
and Digital Strategy

Cornwall, England

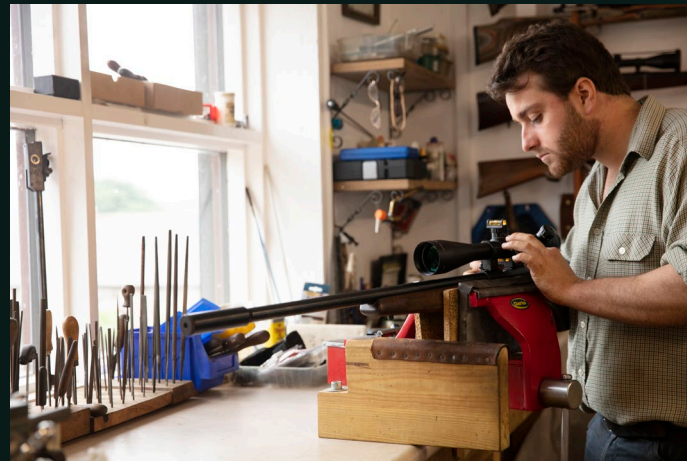


The Duchy Gunsmiths

A traditional art embracing a modern way of doing business.

I was commissioned by The Duchy Gunsmiths to strategize the jump to digital - providing content for web and socials, advising on digital and traditional marketing and helped to implement the technology to streamline their processes. Making sure this small business was visible online and able to offer value-based services to their customers.

The business went on to gain over 40% of its new customers from online lead generation in the first year of being online.



Beating Across Britain

An exploration into rural life and fieldsports in Britain.

Oct 2019 – Mar 2020

Made possible through social media and the power a camera has to open doors.

The project later evolved to become *Chronicles From The Field* to reflect international expansion.



Beating Across Britain

Starting as a personal project, Beating Across Britain quickly exploded into a rich professional undertaking. Leveraging a network crafted through social media, collaborating with businesses, industry stakeholders, organisations, brands and landowners, I travelled the entirety of Britain. The goal was to explore British rural life and fieldsports from new angles and perspectives. Documenting the people, places and stories I encountered along the way. The approach was to actively involve myself in the lives of my hosts and not just observe from the sidelines.



18 Weeks
10,000km driven
15,000 images taken
35 locations visited



Beating Across Britain

For the most part I exchanged photography and contributed to Instagram content for access to locations and resources. The entire project was self funded.

Some notable collaborations included:

- Ambassadors from the Beretta Tribe influencer network
- The Game and Wildlife Conservation Trust
- Belvoir Castle
- Lifestyle brand – BeCoorie



Beating Across Britain

Development of a highly focused Instagram account was paramount to the success of the project. Capitalising on narrative driven and authentic content to resonate with my target audience. Seeing high, consistent engagement rates and solid organic growth. Gaining invested followers, that brought value to the Instagram account and project as a whole.

[instagram.com/chroniclesfromthefield](https://www.instagram.com/chroniclesfromthefield)





Chronicles From The Field

A continuation of previous projects - expanding to Sweden.
Exploring and learning about its hunting cultures.

Chronicles From The Field

A continuation from past projects, Chronicles From The Field lead me to Sweden, where I took on the role of gamekeeper/hunting estate manager on a 5000ha estate. Using my unique position, I adventured into a new culture. I am still documenting my experiences as I actively involve myself in a unique way of life. Developing this project, building my skillset and deepening my understanding of the culture, disciplines and people that map out what it means to be a hunter in Sweden. This has put me on the forefront of the industries involved.





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