

Arts Marketing Association: Designing Digital Strategies Training Team

Chloe Rickard
Digital Communications Specialist



Chloe's career in communications began at Kneehigh, the international touring theatre company based in the UK. She developed and implemented digital strategies for many of their tours including *Dead Dog in a Suitcase (and other love songs)*, *The Wild Bride*, and *Tristan & Yseult*, and for their annual seasons in The Asylum, an award-winning purpose-built theatre tent.

At Kneehigh, she was part of a team that developed a locative story walk app, Kneehigh Rambles, and also worked on a digital education resource for the company, which became the Kneehigh Cookbook.

Last year Chloe swapped the stage for the rainforest and is currently working with Cool Earth, the charity that works alongside indigenous villages to halt rainforest destruction. It is a digital-first charity that prides itself on innovative communications. Chloe is developing their communications strategy and using digital opportunities to reach and engage new and current donors.

Chloe spoke at the AMA Digital First conference in 2013 and at the Third Sector Digital Edge conference in 2015.