



williamrussellpage@gmail.com



+44 7935990404

EDUCATION

Degree

University of Birmingham:

BSc Business Management with
Year in Industry (Avanti West
Coast)

A-Levels

Business: A*

Geography: A*

Sociology: A

SKILLS

- Stakeholder management
- Collaboration and teamwork
- Report building and analysis
- Leadership
- Adaptability and willingness to learn

Technical

- Search Engine Optimisation (SEO)
- UX/UI & accessibility knowledge
- Sitecore CMS + basic HTML
- Customer satisfaction (CSAT)
- Figma
- Canva

QUALIFICATIONS

- Level 2 Certificate in Spectator Safety (2022)
- QA Level 3 Award in Emergency First Aid at Work (2022)
- LIBF Certificate in Financial Studies: Grade B (2021)
- FA Referee Course (2019)

WILL RUSSELL-PAGE

PERSONAL PROFILE

Business Management graduate with a strong foundation in marketing, communications, and leadership. Experienced in organising events and managing teams, with both creative and technical skills.

Based in Birmingham and Watford - flexible and open to opportunities across industries and locations.

I have interests in photography/videography, radio broadcasting, gaming, and a passion for sport. At university I was the Head of Sport at both the Business Society and Radio Society.

WORK EXPERIENCE

E-Commerce Placement

Avanti West Coast | Aug 2023 - Aug 2024

- Optimising the Avanti website and app through boosting SEO, enhancing UX/UI, designing pages using a CMS, developing A/B tests, and improving accessibility.
- Managing internal and external stakeholder relations, often collaborating with colleagues and suppliers

Public Relations Insight Programme

WPR Agency | May 2023

- Developing skills in press release and social content writing, media and influencer relations, and advertisement creation from B2B and the consumer side of a PR agency

Student's Union Staff

University of Birmingham | 2022 - 2024

- Supporting the University with the delivery of social events
- Helping students move in and assist with queries

Birmingham Commonwealth Games Steward

FGH Security | Aug 2022

- Delivering friendly and helpful customer service to sports fans from all over the world
- Looking after the health and safety of the spectators

Games Host / Bar Staff

Boom Battle Bar | Summer 2022

- Hosting customers in games such as axe throwing, darts, shuffleboards, and baseball
- Operating reception, upselling and serving food & drink to customers