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MSc Digital Marketing graduate with a keen interest in social media and content creation across multiple platforms. Experience with social media analytics as well as content writing (blog content & product descriptions), customer service (enquiries with retail customers & B2B audiences) and marketing calendars.

Experience:

Ecommerce Trading Assistant – March – December 2017

Boohoo.com, Manchester

Performing a range of duties including:

- Daily competitor activity reviews (Site aesthetics, colour schemes & trends)
- Daily analytical review of BoohooMAN.com
- Scheduling onsite promotions and setting up discount codes for customers
- Changing homepage images, shop categories & trends to reflect customers buying habits
- Constantly working with/ editing HTML to adapt & improve the site
- Proficient using Demandware as a web hosting platform

Marketing & Ecommerce Assistant – October – March 2017

Lola May Clothing, Manchester

- Handing, managing and sending orders (Using Magento)
- Liaising and answering customer's product queries via email and social media
- Sourcing and contacting brand appropriate bloggers and sending them samples
- Writing and proofing product descriptions and titles
- Photographing wholesale and retail stock, editing and uploading content to the website
- Creating engaging and topical blog content
- Data analysis and reporting

Social Media Intern - June – September 2016

The University of Salford, Manchester

A three-month internship creating a social media content strategy for the Research and Enterprise team based on research data for a B2B audience and tracked the content engagement for one month before completing a report on my findings.

Key Tasks:

- Daily planning and posting of content across a variety of social sites
- Creating blog content (At least 2 a week)
- Acknowledging customer complaints and queries online (email & social) within 24 hours
- Suggesting new ways of interacting with customers to provide income and reputational excellence

Social Media and Press Intern - April 2016

Layer Home, Egham

A two-week internship performing a variety of tasks including (but not limited to) content writing, researching, transcribing, site testing and creating analyse reports on competitor and buyers. I developed my communication skills creatively using a wealth of text, image and video content for a luxury brand.

Education:

University of Salford – Sept 2015 - 16

MSc Digital Marketing (Merit)

- Search & Social Media Marketing
- Digital Marketing and Analytics (Analytical database research and analytic training)
- Marketing and Services Management (Studying customer service models and satisfaction)
- Digital Innovation (Looking into VR and App building)
- Final Project (The module ends with students undertaking an internship or dissertation route)

University of Sunderland – Sept 2012 - 15

2:1 BA Hons Media Production (TV & Radio)

- TV Studio (Created a Christmas quiz show within class (suggested and directed by me)
- Steadicam Production (Created a music video using still and Steadicam shots)
- Scriptwriting (Wrote a half an hour coming of age drama set in a boy's locker room)

- Radio – (Creation of sound stories - <https://soundcloud.com/thatbutterflykid>)
- TV Documentary – Created a short documentary “ The Dog House” about Bryson’s animal shelter in the North East (LinkedIn)

A – Levels – Sept 2010 - 12

- Performing Arts BTEC – Distinction *
- English Language – B
- Media Studies - B

Skills:

Problem Solving and Analysis

Able to deal with problems timely and efficiently and ask appropriate questions or seek support from those involved. Ability to analysis potential future problems such as staffing availability, proof reading errors and breach of content guidelines. I am more than able to work alone and as part of a team.

Digital Marketing & Analytics

Experience in writing marketing reports (focussing on content strategy, KPIs, competitors) analysing brand position and suggesting improvements in engagement, social media platforms/usage, frequency of posting and content types to boost Google SERPs. I’ve also had experience writing analytic reports on website performance using Google Analytic data at the University of Salford (for which I created a content analysis and recommendation report) and in my current role.

Social Media Management

My masters’ dissertation focussed testing the efficiency of Twitter and LinkedIn for a B2B audience. I was solely in charge of the content creation and management of the accounts as well as creating guidelines for the department after I left as they had no real training or sense of what they should be posting or for what purpose. I helped engage their audience, boost their following and start a discussion online. It is one of my biggest achievements to date.

Content Writing

I’m able to research and write in a concise manner on all matter of subjects from iconic furniture designers & how to guides for antiques (While interning at Layer), Technology and science for the Research & Enterprise Department at Salford (these blogs can be found on my LinkedIn Page) and trending fashions and stylists for Lola May Clothing. I am comfortable changing my tone & style of writing for companies to ensure consistency for the brand and with brand values in mind.

Communication and Attention to detail

I am confident and positive person and love building connections in whatever job role or sector I happen to be in. Although not a loud presence, I feel able to express my ideas passionately and effectively. I love being surrounded and inspired by others.

Efficient and Methodological Organisation

Having completed both an undergrad and postgrad degree, my time management and organisational skills have been constantly tried and tested in order to meet deadlines. I’ve also learn to prioritize my workload and deadlines to suit meetings and other team members flexible working hours.

Other Work Experience & Skills:

Steward (Customer Service role)

Oxfam (2013) & Hotbox (2014)

Volunteer at Latitude and Leeds Festival working as a ticket and wrist band checker & a fire tower officer within family camping.

Courses & Other Skills:

Basic coding certificate (Basic HTML & JavaScript and some server-side programming experience) gained in July 2015 from Decoded

DBS certified in March (which will last for fours years)

Currently learning to drive.

- CMS: Comfortable with building websites online using and performing basic code
- Basic – Mid Photoshop Skills
- Writing content, creating gifs and graphics (Both professional and personal experience)
- Assisting in studio and location shoots – Prop procurement, lighting, runner duties
- Comfortable with all forms of Microsoft Office (including Excel)