

Currently awaiting the results of the degree I've been working towards over the last four years with an expected grade of 2.1 to be attained. I am a driven, determined individual with two years' worth of practical marketing experience with special interest in Customer Relationship Management (CRM) and Social Media Management.

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#### KEY SKILLS

- End to end digital campaign management & social media marketing (Paid and Organic).
- Customer Relationship Management, CRM Databases, such as Blackbaud (for charities). Knowledge of Selligent and MailChimp.
- GDPR Compliances in Marketing practice.
- Email Marketing Campaigns

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#### University of Greenwich, BA Marketing Hons 2:1 (Expected June 2019)

2015 – 2019

Major modules included: Global Marketing, Financial Aspects of Marketing, Public Relations, Principles and Practice of Marketing, Customer Insight and Analysis and Strategic Marketing.

Varndean College

2011 – 2014

A levels in: Graphic Design (C), Textiles (C), Media Studies (C) and a BTEC in Travel and Tourism (MM)

Shoreham College

2008 – 2011

GCSE's in English (C), Maths (C), Science (C), Additional Science (C), History (C)

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#### DIGITAL BIDDABLE ASSOCIATE, AUTO TRADER

11 July – 14 September 2018

In the three months that I was at Auto Trader I had three rotations. This was in Social Media Management, Programmatics and Customer Relationship Management (client side).

#### Key Achievements

- Contributed to the multiple award winning #autotradergoals social media campaign
  - Created four 'how to guides' for people who had not used digital marketing platforms before
  - Created a successful email marketing campaign with a 10% CTR that is now being further developed by the CRM manager at Auto Trader.
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## **COMMUNICATIONS COORDINATOR & FUNDRAISING AND COMMUNICATIONS ASSISTANT, ALD LIFE**

July 2016 – February 2018

In this company I had two positions, one on a part time basis for a year and the other for seven months on a full time basis. These roles were varied and were self-directed and self-taught in digital communications, customer relationship management and social media.

### Key Achievements

- Rare Disease Day campaign creation through to competition with increase of charity donations of 24% that month. There was a 10% twitter following increase and 15% on Facebook.
- Increased Twitter following by 100% by the end of my time at ALD Life, with an increase on Facebook by 12%.
- Press releases got published within 24 hours of them being sent to newspapers.
- One press release got a fundraiser on a local radio station within half a day of release.

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## **SUPERMARKET ASSISTANT, WAITROSE**

Multiple dates in 2018 & November 2018 - Current

Delivering first class customer service to customers including: cash handling, stock rotation and food advice.

## **CUSTOMER SERVICE ASSISTANT, SAINSBURYS**

July 2012 – September 2016

Delivering first class customer service to customers including: cash handling, stock rotation and food advice.

### Key Achievements

- Three internal customer service awards that lead to my colleagues and I gaining a gold medal status and a bonus at the end of the financial trading year.

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## **HOBBIES, INTERESTS AND VOULENTEERING**

- Lino printing, hiking, swimming, travelling, history, cooking, reading, theatre, film and photography.
- I raised £3,000 sponsorship money for Great Ormond Street Hospital Children's Charity by trekking 100km across five days in Iceland in 2015.
- Patient Governor for Great Ormond Street Hospital where I use my experiences at the hospital as a child to help shape the future of the hospital for patients and their families.

## **REFERENCES**

References are available upon request.

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