

## Professional Profile

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Passionate and driven BA (hons) Digital Marketing student with significant academic and practical experience managing digital content across multiple platforms. Skilled at website and SEO optimisation, campaign analysis and digital copywriting. Seeking a digital marketing internship at a leading London marketing agency.

## Core Skills

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- Social media marketing
- Content creation
- SEO and SEM
- Data analytics
- Copywriting
- Pay-per-click advertising

## Education

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- **BA (hons) Digital Marketing (IN PROGRESS)** | London University | Sep 2020 - Jun 2023 | Modules include: Digital Marketing, Content Creation, Marketing In Action, Marketing Principles and Practice, Marketing Communications, Social Media Marketing, Digital Marketing Strategy.
- **4 x A Levels (grades BBCC)** | London College | Sep 2018 - Jun 2020 | Subjects included: English, Media Studies, Psychology and Business.
- **10 x GCSEs (grades A-C)** | London School | Sep 2016 - Jun 2018

## Career Summary

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**May 2021 - Present**

**Various, London**

**Freelance Digital Marketing Assistant**

### Outline

Working for a variety of companies across London to gain freelance digital marketing experience. Responsible producing digital marketing content, analysing existing campaigns and optimising company websites.

### Key Responsibilities

- Wrote content for social media and email marketing campaigns
- Managed social media campaigns
- Optimised company websites, including updating banners, content, and cataloguing
- Designed and trialled marketing campaigns and assessed results
- Collated marketing campaign performance data and made recommendations for improvements
- Analysed website analytics and reported on trend, social analytics and competitor analysis

### Key Achievements

- Suggested improvements to the digital content marketing strategy for a leading beauty company, increasing their consumer reach by 41% and social media engagement by 29%.

**Oct 2020 - Present**

**Fashion4U**

**Sales Assistant (Part Time)**

### Outline

Working for the Oxford Street flagship store of an international fashion retail business. Responsible for creating enticing merchandise displays, providing exceptional customer service and achieving a weekly and monthly sales target.