

Henry Nott

Marketing Officer

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Work Experience



Marketing Officer

MAGDALEN COLLEGE SCHOOL (FULL TIME)
NOV 2020 – PRESENT

Covering a wide spectrum of marketing from print to digital, my role is to support the Director of Marketing & Communications in the promotion of the school. To date, I have worked on: website management, social media promotion, video production, graphic design, press releases, print advertising, publications production and analytics reporting. I have been instrumental in the launch of the school's Virtual School Experience, an online platform of 100+ videos (*filmed, edited and produced by me*) showcasing every aspect of the MCS experience.



Digital Marketing Consultant

TALK EDUCATION (FREELANCE)
SEPT 2019 – AUG 2021

Having initially joined Talk Education on a voluntary basis, I later became more involved with the company working freelance on content creation; filming, editing and producing various video and audio content for use on the website and social media.



Digital Marketing Specialist

PIXELCARVE INC. (INTERNSHIP/REMOTE)
OCT 2019 – SEP 2021

I work at Pixelcarve in Toronto, Canada through an international internship program. I was responsible for social media management, content production and website development using WordPress. I continued to work for the company freelance from January 2020, producing competitive analyses for clients focusing on graphic design, UI, UX, and SEO.

Skills

Software: Social Media Management (Hootsuite, YouTube Studio, Facebook for Business) • Website Content Management (WordPress, Squarespace) • HTML • CSS • SEO • PPC • Microsoft Windows • MacOS • Google Analytics • Google Ads (AdWords) • Adobe Photoshop, Premiere • Microsoft Office (Word, Excel, PowerPoint)

General: Articulate communicator • Detail orientated • Entrepreneurial attitude • Team player • Emotional intelligence • Uses initiative • Strong copywriting skills • Reliability • Excellent time management

Education



Bachelor of Arts (BA Hons)

OXFORD BROOKES UNIVERSITY
SEPT 2016 – JUN 2019

Graduated with **first-class honours (3.94 GPA)** in **Business and Marketing Management**.



Certificate, Business Analytics

HARVARD BUSINESS SCHOOL ONLINE
JAN 2020 – MAR 2020

An 8-week certificate program from Harvard Business School. I learned to use quantitative methods to analyse data and make better management decisions.



Postgraduate Certificate (PG Cert)

BIRKBECK, UNIVERSITY OF LONDON
OCT 2021 – MAR 2022

Currently studying Web Design and Development. Focusing on User Experience, Web Development (HTML, CSS and JavaScript) and Visual Design.

Certifications & Other Experience

Adobe: ACA in Visual Design using Photoshop (2020)
Google: Advanced Google Analytics Certification (2020)
Hootsuite: Hootsuite Platform Certification (2019)
IDM: Certificate in Direct and Digital Marketing (2019)
University of Toronto: Writing Digital Content (2020)
Karta Initiative: Pro bono web development and design
Oxfordshire Mind: Charity fundraising and support