



ROXANNE BENTON

MARKETER



07949 285869 • roxannebenton@icloud.com

www.roxannejaynebenton.com

GET TO KNOW ME A LITTLE MORE!

Accomplished marketer with a proven track record in all aspects of the creative process ranging from concept through to execution. Excellent team player, collaborator and forward thinker who brings a broad perspective to brand and promotion development.

Worked with clients such as Ted Baker and XPO logistics, building an impressive portfolio.

2018-
CURRENT

FREELANCE MARKETER

- Maintained social media accounts for brands, increasing engagement by 666%.
- Created visual media from photos, videos to printed promotional media.
- Carried out market research to improve brands marketing strategy.
- Used copywriting experience to increase post reach by 122%.

2017-
2018

ROXANNE JAYNE PHOTOGRAPHY

Business Owner

- Used google analytics to improve website ranking.
- Reached 29k organically on social media channels.
- Created mailers and website content including blogging.

2011-
2014

CENTRICA

Account Executive

- Nominated as Customer Champion and improved the customer's journey across the business.
- Used CRM systems.
- Achieved KPI's.

2011-
2011

ABPM

Recruitment Consultant

- Won new business.
- Attended meetings with clients such as Finance Directors.

2008-
2011

EGG BANK (CITI)

Account Manager

- Created reports using Excel.
- Delivered training to struggling members of the team, improving the departments KPI's.

WHAT I LOVE TO DO



GETTING
CREATIVE



GYM



INTERACTING
WITH CLIENTS



LISTEN TO
MUSIC

2019-
2022

EDUCATION

UNIVERSITY OF DERBY

Marketing, PR and Advertising
BSC Hons.
Predicted to achieve a 1st
Class Degree.

2001-
2006

WEST PARK SCHOOL

8 GCSE's A-C