

kayleigh clarke

CONTACT

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PROFILE

I am currently a second year student studying Digital Marketing in the Technological University Dublin. I am an enthusiastic and goal oriented student who is keen to learn and gain experience in the digital marketing sector.

WORK EXPERIENCE

Freshly Chopped

May 2017 — Oct 2019

Deli Server

- Provided Excellent Customer Service.
- Food preparing and cooking.
- High degree of knowledge on nutritional foods.
- Trusted Key holder.
- Closed the Shop and lodged sales for the day with the head office.

Athletics Ireland

July 2016 — Present

Camp Leader

- Every summer I worked alongside head coach to manage Athletics Ireland summer camps.
- Advertised the summer camp by hanging up posters in public and handing out flyers.
- Organized weekly exercise plans for the children.

EDUCATION

Bachelors Honours Degree in Digital Marketing

Sept 2020 — May 2024

Technological University Dublin

First Year GPA: 3.97

- My Digital Marketing degree covers a wide range of theoretical marketing modules such as International marketing, research methods, digital landscape and business development.
- It also has a heavy focus on creative aspects of marketing such as graphic design and advertising communications.
- As this is a digital course I also have modules every semester with a key focus on analytics, data warehousing and mining, business it and also the visualisation of data for decision making.

PROJECTS

Kayleigh Digital

- Blog about Digital Marketing.
- Original content creation.
- Research on Digital trends.
- Expands my knowledge on Marketing, Advertising and Digital.

- <https://kayleighdigital.weebly.com/>

QUALIFICATIONS & SKILLS

- Google Analytics Beginner and Advanced certificates.
- Google Fundamentals Of Digital Marketing certificate.
- Daily user of Microsoft Excel for analytical and mathematical purposes.
- Utilised SEO and Keyword Strategy to improve website traffic.
- Content Creation.
- Adobe Illustrator and Adobe InDesign, used to make logos and advertisements.
- Proficient in Microsoft Access.
- FETAC level 5 Fitness & Nutrition Instructor.
- Qualified Aqua Aerobics Instructor.

INTERESTS & ACHIEVEMENTS

- I am a 7 time Dublin high jump champion and represented Ireland at international games.
- I run regularly and am a member of my local gym.
- I like to bake specialty themed cakes.
- I like to paint as I find it is a great creative process.

REFERENCES

References available upon request.