

LAUREN SHIRLEY DOWNER

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CAREER OBJECTIVE

A highly motivated Business and Marketing Management graduate (2:1) who fosters, steers and oversees online communication and creative strategy to clients within the advertising and marketing industry. Administering social strategy and managing execution on behalf of clients, which entails: directing channel voice/vision, daily content creation (copy and image manipulation), channel monitoring as well as live consumer communications. Monthly analytics that indicate the levels of successes in relation to the long term goals, and then conducting forecasts. Organizing and implementing public relation tactics/seeding plans to support upcoming events and product releases. Overall, a driven, ambitious and adaptable employee who strives for perfection. Looking to gain valuable industry knowledge and offer significant value to any organization with my preexisting skills and creative understanding.

SKILL SUMMARY

Excellent communication skills

Honest, punctual and reliable

Responsible and well organised

Hard working and fast learning, ability to perform under pressure

Able to work independantly or in a team environment

High attention to detail

EMPLOYMENT HISTORY

Social Media Director | GEM Advertising | November 2012 - December 2014 | Connecticut, USA |

- Oversee social strategy and manage execution for all client accounts, which includes: directing channel voice/vision, daily content creation (copy and image manipulation), channel monitoring and consumer communications
- Develop and execute social media promotional campaigns, paid advertising strategies for both products and services
- Provide monthly analytics for clients' accounts and provide detailed recommendations to optimize content based on performance
- Manage the social media team, delegating tasks, providing training as well as development thier understanding of the industry

Receptionist/ PR Assistant | Oxford Brookes University | September 2009- November 2012 | Oxford, UK |

- Frequent monitoring/updating communication via social media platforms such as Twitter and Facebook.
- Creating and designing promotional leaflets and flyers.
- Collaborating with the marketing and sports department, creating new ways of internal fixture communications. Representing front of house; monitoring attendance, membership registrations, equipment and bookings.
- Handling incoming telephone calls in regards to bookings and enquiries.
- Organising and maintaining the membership filing system. - Providing First Aid and CPR in the work place.

Customer Service Representative | MasterCard- Access Prepaid | October 2011 - May 2012 | Peterborough, UK |

- Dealing with a high number of calls, servicing and maintaining Pre-paid travel money cards.
- Handling difficult customers who were having trouble with accessing their funds - Assisting customers with their online registrations.
- Overseeing accounts and dealing with any general queries about the functions of the Card.

Administrative and Marketing Assistant | ServiceMaster | September 2011- May 2012 | Peterborough, UK |

- Personal assistant to Miss Mills and the senior members of staff, conducting basic office duties.
- Client retention; maintaining a positive relationship with existing clients, making sure they are satisfied with our products and services.
- Assisting with budget forecasts, daily inventories and stock management.
- Leads development through market research and strategic planning; carried out through a combination of telesales and direct marketing.

EDUCATION DETAILS & CERTIFICATES

Sep 2008- Jun 2011 Business and Marketing Management , Oxford, United Kingdom - Oxford Brookes University

Jun 2007 International Driver License

Aug 2012 First Aid Certificate & Adult, Child and Infant CPR

SKILLS & INTERESTS

- Microsoft Office, Adobe Photoshop, GIMP, WordPress, HTML, Google Drive, Facebook, Twitter, Instagram, Pinterest, Google +, LinkedIn, Picasa, YouTube, Yelp, Hootsuite
- Basketball, Skiing, Yoga, Travelling, Hiking, Photography , Culinary Experiences

REFEREES

Christopher Bartlett, GEM Advertising, CEO and Founder (Boss), Chris@GEM-Advertising.com

Sarah Queralt, Oxford Brookes Center For Sport, Supervisor (Boss), SQueralt@brookes.ac.uk