Lewis Ellwood
Young Digital Marketer

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England
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Profile:

A passionate young adult looking to kick start a career within the digital industry to build on my time at Artic Bee in Social Media Analytics. As part of their Digital Marketing team, I completed a wide range of tasks including preparing digital content to monitoring social media metrics and data whilst also gaining exposure to clients.

My goal is to build on my academic study and continue to develop the practical experience I need to continue to advance my career path and expand my knowledge in the technology sector.

Employment History:

Digital marketer at Artic Bee Ltd, Leeds
Artic Bee is a Digital Marketing Agency providing web design, E-commerce and app services to a wide range of clients.
May 2021 - August 2021:
- Primary responsibilities included:
- Liaising with clients to gain understanding of business.
- Preparing digital content for social media campaigns, including producing digital graphics in line with brand fit and client brief.
- Monitoring and Reporting on social media metrics using social media insights and google analytics.
- Uploading content to client websites, including checking the design and layout of the page.
- Preparing E-shots for client campaigns and scheduling e-shots in line with client deadline.

This practical experience adds to my academic study in the digital sector and confirmed that working in the digital sector is the career route I want to pursue.

Education:

GCSE's Bishop Young Academy, Leeds
June 2015 – May 2020:
- Computer Science GCSE – 3
- Religious Studies GCSE – 3
- English Language GCSE – 3
- English Literature GCSE – 4
- Science Biology GCSE (Higher) – 5
- Science Chemistry GCSE (Higher) – 4
- Science Physics GCSE (Higher) – 4
- Mathematics GCSE – 5
- Further Mathematics Level 2 GCSE – 5
- Geography GCSE- 5
- Business Studies GCSE – 4

Notre Dame Catholic Sixth Form College, Leeds
September 2020 – July 2023:
- English Language GCSE (Re-sit) – 5
- T Level Technical Qualification in Digital Production, Design and development (core employer set project) - E