



ROBERT ELLIOTT CLARK

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SUMMARY

I am a hardworking and highly motivated person with a passion for creativity and a desire to take the next step with my life. I'm friendly, polite and work well both as part of a team, and on my own. I have experience in a wide variety of software programs, and I am quick to learn new skills.

In my role as a Marketing Officer, I have worked closely with clients to create brands, adverts, and other engaging content, ensuring their vision is met within the budget and timeframe.

As an author, I set targets to ensure a consistent flow of content. I have published 10 novels, all receiving 5-star reviews, with another 4 novels in development. These novels required research on necessary subjects and market opposition. I critically reviewed and edited my work, created market-ready book covers, developed marketing strategies, and created a website.

ACHIEVEMENTS

- 10 5-star self-published novels
- Geometric artwork sold across Yorkshire
- Brand design for award-winning Indie Band
- Awarded 'Apprentice of the Year' in 2014
- Top 10% fastest and most accurate typist at UK Data Capture
- Completed Yorkshire Three Peaks in 9 hours
- Redesigned promotional material at YCH
- Redesigned and restructured WWFT brand
- Created and coordinated multiple national marketing campaigns at CMM

SKILLS

Technical Languages

HTML5 - CSS3 - JavaScript - Angular JS - Python - Flask
Mongo - Django - Bootstrap - JQuery - MySQL

Applications

Github - Heroku - Mailchimp - Wordpress - Hootsuite
Adobe Creative Suite - AMS - Facebook Ads Manager

Additional Skills

Content Creation - Promotion - Proof Reading - PR
Digital Marketing - Social Media Advertising
Videography - Copy Writing/Editing

Transferable Skills

Fast Learner - Strong Attention To Detail - Excellent
Communicator - Problem Solver - Highly Motivated
Team Player - Independent - Creative - Strong Self-
Discipline - Ambitious - Dynamic - Enthusiastic

EDUCATION

Diploma in Software Development

Code Institute - Distinction | 2020-21

CAM Diploma in Digital Marketing

Home Learning College - Pass | 2015-16

NVQ in Business and Administration

YH Training - Pass | 2013-14

Masters Degree in Creative Writing

University of Salford - Merit | 2012-13

Open Degree with Honours

The Open University - 2:2 | 2008-12

EMPLOYMENT

Self-Employed

Robert Clark Design | 2013-Present

Worked with clients on projects covering graphic design, writing and editing copy, creating digital marketing strategies, managing websites, creating engaging content, managing social media accounts, generating PR opportunities, advertising and promotion.

Marketing Officer

The Wilf Ward Family Trust | 2019-20

Created recruitment and promotional campaigns, managed Social Media schedules, managed and developed websites, redesigned brand guidelines.

Marketing, PR & Social Media Officer

Chameleon Music Marketing | 2017-18

Coordinated Marketing campaigns, arranged PR opportunities, maintained Social Media accounts.

Coastcall Support Assistant

Yorkshire Coast Homes | 2013-17

Finance and Administrative Support, maintained financial records in complex databases.

REFERENCES CAN BE PROVIDED ON REQUEST

ABOUT ME

I am a hardworking and highly motivated person with a passion for creativity and a desire to take the next step with my life. I'm friendly, polite and work well both as part of a team, and on my own. I have experience in a wide variety of software programs, and I am always open to learning new skills.

In 2020, I made the decision to transition from a Marketing-based role into Software Development and enrolled on a course with Code Institute. Working full-time over six months, this online course covered HTML, CSS, JavaScript, JQuery, Python, Flask and Django. The course was marked in 4 projects: User Centric Frontend Development, Interactive Frontend Development, Backend Development and Full Stack Frameworks. Each project allowed me to showcase my skill, and can be found on my Github page. This course has given me invaluable skills in web development, and how to create an outstanding user experience. In June 2021, I was awarded a Distinction grade for my efforts.

Both in my role as a Marketing, PR and Social Media officer, and in my own business as a self-published author, I have created and managed content on websites for a number of clients. From updating tour dates and FAQs, to restructuring a site to increase sign-ups and clickthrough rates, I gained a great deal of experience about how to maximise the user experience. During my time at Coastcall, I was tasked with revamping the current website as part of a company-wide goal to create a streamlined and more accessible website. For all these examples, I have used numerous website management systems, including Wordpress and VerseOne.

My time at Yorkshire Coast Homes gave me the opportunity to develop new skills ranging from use of finance software and sophisticated databases to marketing, research and promotion. I actively sought out ways of promoting the service and often worked alone or as part of a team to develop adverts, posters, mascots and logos.

In my personal time, I enjoy writing and designing. I frequently set objectives and deadlines for myself in order to make sure I can stay on target. In 2017, I self-published my first novel "No More Shadows." Since then, I have self-published a further ten novels all garnering 5-star reviews, with yet another four novels in development. For each of these I have undergone extensive research on necessary subjects and market opposition, critically reviewed and edited my work, created market-ready covers that adhere to industry standards, and developed detailed marketing strategies. Each of these projects have required self-discipline, evaluation and patience in order to keep to the standards I had set myself.

I have worked with numerous small businesses to create logos, advertisements, album artwork and other projects. I work closely with my clients to ensure their vision is met within the budget and timeframe. I have also designed my own book covers, adverts and website artwork for my author business, and I have managed and promoted social media profiles for my Author and Design ventures.

I am dedicated to my craft and determined to hone my skills into something truly remarkable. If the past year has taught me anything, it is that it is important to pursue the things that make us the happiest. I am never happier than when I am creating, and I will endeavour to prove this by creating outstanding content both personally and professionally.

I have a full driver's license, no criminal convictions, and can provide excellent references from any of my employers. I hope to hear from you soon.

Kind Regards,

Robert Clark