**CURRICULUM VITAE**

I am a versatile and resourceful individual with a bachelor’s degree in Psychology, and following on from this I have a keen interest in attaining a role in Digital Marketing. To further my pursuit to secure a role in Digital Marketing I have recently passed a Marketing Traineeship programme that has given me an excellent understanding of the details involved in this area. The Traineeship covered a wide range of subjects including (but not limited to) Campaign Strategies, Public Relations, Display Advertising, Analytics, SEO, SEM and Website content, structure and design. I am also highly skilled in researching, writing and communicating, showing the capability of producing presentations to many people to a professional standard which has been learnt through my academic exposure to date. I believe I have a high degree of commercial awareness that I feel is a real asset for any company.

**PERSONAL DETAILS**

**NAME**: **Rochelle Campbell**

**VISA &/OR WORK PERMIT: Full working rights**

**RESIDES**: **London, UK**

**CONTACT DETAILS:** (M) 07437067786

(E) rochelle.campbell8@outlook.com

**LINKEDIN DETAILS:** <https://www.linkedin.com/in/rochelle-campbell-7b493b107/>

**EDUCATION:** **University of East London**

BSc (Hons) Psychology

**Hammersmith & West London College**

BTEC Diploma in Music Technology

**Oundle School**

A Levels: English, Maths, Biology, Spanish

10 GCSEs (A - C Grade)

**CERTIFICATIONS: The Marketing Traineeship Ltd - 2020**

The Marketing Traineeship is tailored to various disciplines surrounding Digital Marketing to encompass the basics required to ensure an excellent understanding and knowledge base acquired to cover any entry role within the Digital Marketing realm.

The Traineeship specialises in preparing each learner for the Digital Marketing sector through a series of CPD Certified courses followed by performance test and a two-week placement with a local agency assisting with the quintessential daily tasks encountered within an agency

***Courses completed in the Traineeship: CPD Certified***

Level 2 Marketing Diploma Certification

Social Media Marketing Certification

Google Analytics Certification

SEO for Business Certification

***Course Module Content:***

- Search Engines, Search Engine Optimisation (SEO) and Marketing (SEM)

- Websites and Web Design - Creation, content, structure and design

- Digital Display Advertising - formats and campaigns

- Email and Mobile Marketing - legal considerations, marketing practices and initiatives

- Social Media Marketing - platforms, networking, marketing strategies, marketing costs, customer experience and satisfaction, brand recognition and boosting website SEO

- Online Public Relations - The four phases of online PR

- Web Analytics - Off-site and on-site, types of process

- Digital Marketing Campaigns and International Regulations

- Google Analytics - Campaign/Conversion tracking, key terms, reporting and UTM parameters

- Further SEO: Link Building, Internal Linking and Local Search Optimisation techniques

***Two-week placement remotely with a partnered Agency: (Tangible Digital Ltd)***

- Onsite SEO tasks across various clientele

- Content writing and Internal linking for all websites

**SOFTWARE EXPERIENCE:** Google Analytics, Canva, SPSS, Microsoft Office (Word, PowerPoint, Excel, Outlook), MTeller,T24, HTML5, CSS

**WORK EXPERIENCE:**

**Mar 2020 - Mar 2020 Tangible Digital**

**POSITION HELD: Trainee Digital Marketer**

* Responsible for 3 real life client-based tasks
* Onsite SEO tasks across various clientele
* Content writing and Internal linking for all websites
* Any other related tasks provided as part of the placement

**Jul 2013 - Jul 2013 KPMG**

**POSITION HELD: Accounting & Audit**

* I learned more about audit by assisting a KPMG member of staff with analysing and assessing a financial report which consisted of finding key errors; this helped to improve my analytical skills and attention to detail
* I gained organisation and presentation skills from a task involving researching a potential company to audit and presenting my findings in a PowerPoint presentation to KPMG managers
* I gained both teamwork and leadership skills when working in a group to obtain information for group tasks by assigning roles to team members, working with one other person to research our section of the presentation, and collating everyone’s information

**VOLUNTEER WORK:**

**Sep 2013 - Jun 2014 Queen of Hearts Nursery**

**POSITION HELD: Nursery Teacher Assistant**

* I gained organizational skills by organising activities for the children to do to help them to learn about the theme of the week (numbers, alphabet, seasons etc.)
* I improved my teamwork skills by assisting the staff with any organisation of the childrens projects that they needed such as filing away the children’s work and tidying up after activities
* I was responsible for maintaining a clean environment for the children, especially before and after lunch

**CAREER HISTORY:**

**May 2020 – Present. Interact – Public Health England & NHS Government Scheme**

**POSITION HELD: Contact Tracing Advisor**

* Contact the public on behalf of Public Health England to provide support, advice, and guidance to the public on how to stay safe through the Coronavirus pandemic.

**Apr 2019 - April 2020 Delaware North Company**

**POSITION HELD: Team Leader**

**Aug 2018 - Dec 2018 Close Brothers Premium Finance**

**POSITION HELD: Business Operations Administrator**

* Liaised with brokers to ensure all client and loan information was updated
* Respond to and resolve broker queries via email
* Sort post and paperwork from customers

**Jun 2016 - Dec 2017 Metro Bank PLC**

**POSITION HELD: Cashier**

* My role was to interact with customers to provide an efficient and friendly service when assisting with their account which included deposits, withdrawals, payments, and disputes while
* I developed my customer service skills by being genuine, honest and taking an interest in the customers hobbies and opinions alongside dealing with their enquiry or request efficiently
* I learned how to balance personal and professional conversation to engage customers which allowed me to build rapport and strong relationships with regular and non-regular customers
* I gained good organisational skills by taking the initiative of ensuring all paperwork was filed correctly and neatly to improve accessibility for all colleagues
* After being in the role for some time I had the opportunity to train new colleagues allowing me to develop my leadership skills

**Jan 2015 - Jun 2016 Primark**

**POSITION HELD: Retail Assistant**