

Name **Adam Lee**
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Profile Constructive content marketer with the drive to develop a broad array of abilities including copywriting, statistical analysis, and digital skills. A natural learner and inquisitive researcher with a First Class Modern Languages degree from Durham University.

Education

University of Durham

Oct 2009 - Jun 2013

First Class BA(Hons) Modern Languages and Cultures (Spanish & Italian)

- Particularly impressive results (80%+) in well-researched and professionally written critical analysis essays – including creatively inclined work such as academic film reviews and literary translations
- Strong analytical skills developed on linguistic, cultural, and intercultural levels through study of literature, linguistics, history, art, and cinema
- Recommended for Post-graduate study in Visual Arts, Film, or Literature
- Structured, methodical approach to tasks and deadline management
- Found and ran a Book Club Society, heading the group as discussion leader

Sleaford Joint Sixth Form

Sep 2007 - Jul 2009

'A' Level, 'AS' Level

- 'A' grade achieved in Spanish, French, English Language and Maths at 'AS' and 'A' Level, 'A' grade achieved in Critical Thinking at 'AS' Level (prior to introduction of A* grades)

Employment

BANG+STRIKE

(Online retailer of men's underwear)

Aug 2014 - Feb 2015

Marketing and Social Media Assistant

- Responsible for content on the site's numerous social channels, including Facebook, Twitter, Instagram, Pinterest, Tumblr, and Google+, and co-ordinating with the Marketing Manager and Creative Director to deliver the marketing strategy evenly across all platforms
- Principal blog-writer, responsible for creation of interesting, creative, and SEO-friendly content on WordPress. Wrote up both my own ideas and those sourced from creative meetings, and co-ordinated them with graphic designer to create appealing blogs
- PR responsibilities including communicating with models and other public figures to create Q&A posts, and outreach to relevant sites to feature our blogs
- Monitored Google Analytics on a weekly basis for feedback on blog popularity, inbound links, and social media coverage. Also attended Google Analytics training day allowing the company to access new insights
- Researched and monitored competitors and the market, optimising social media and blogs to keep up with advances where possible

Freelance work

Sep 2014 - Present

Copywriter, Blogger, and Social Media Consultant

- Took on a large project for **Patchworks.co.uk** (digital agency) writing enticing and descriptive landing pages for prospective clients, creating hundreds of iterations of a similar product page for optimal SEO purposes
- Began a blog series for **Universityofwhatever.co.uk** (online loungewear retailer) and simple social media strategy to create an online presence for the budding brand
- Optimised Amazon listings for University of Whatever for traffic, exposure, and conversion with convincing copy and measured experimentation
- Compiled and wrote justified and cogent finance applications, including business proposals, for University of Whatever, helping to secure funding for a new print studio
- Edited and rewrote customer communication for **Hampton Dean** chartered financial advisors according to their specification, making a complex subject intelligible for clients

Media Measurement
(Social media analytics)
May - Jul 2014

Research Analyst Intern

- Quickly learnt to use Salesforce's Radian6 social media monitoring tool, immediately assisting on two team projects to produce reports for client Reckitt Benckiser within my first week
- Analysed and critiqued effectiveness of social media campaigns for FMCG brands, gaining insight on customer/market usage of social platforms, and discovering opportunities for brand engagement for clients
- Wrote a blog post based on my own findings using the Radian6 social monitoring tool
- Planned and produced individual written projects to deadlines, such as well-researched industry blogs for the company site and snapshot reports for clients such as Unilever
- Employed language and cultural skills in order to analyse data from global markets in Spanish, Italian, and French
- Compiled a list of recommendations for the improvement of the Radian6 software, including small changes that would save its users countless man-hours

UOW Limited
(Online clothing startup)
Aug 2013 - May 2014

Amazon Marketing Specialist

- Improving, optimising, and experimenting on the site's existing Amazon listings, including breakthroughs that doubled the brand's traffic and allowed the business to develop
- Regularly analysed sales, page views and conversion rates through weekly reports and the creation of a database, allowing the company to highlight problematic and successful listings
- Responsible for all copywriting - the website, product descriptions, brand message - and communications with translators and web developers
- Exposed to broad range of business activities, here is where I developed my interest in copywriting, marketing, and analysis

Year Abroad 7 months in Spain, 4 months in Italy 2011-2012

Enforex (Spain)
Jul - Aug 2011

English camp language teacher

- Communication and teamwork skills challenged by co-ordinating large groups of teenagers with other tutors unsupervised by seniors.

University of Granada (Spain)
Sep 2011 - Feb 2012

Erasmus programme

- Significant time spent living abroad - studying in a different language and culture and socialising with other students from across the world

IIS Rolando da Piazzola (Italy)
Apr - Jun 2012

English language assistant (Secondary school in Italy)

- Clear communication and creativity essential for engaging teenagers in language activities, both planned personally and by others.

Europass (Italy)
Aug - Sep 2012

Intensive advanced Italian language course

- Cultural awareness and linguistic skills expanded whilst living and studying in Florence

Skills & Competencies

Languages English (native), Spanish (fluent), Italian (fluent), French (good)

- Digital**
- Highly proficient in use of social media platforms **Facebook**, **Twitter**, **Pinterest**, **Tumblr**, **Google+**, **YouTube**, and social media management systems **Hootsuite** and **Buffer**. Well accustomed to use of **WordPress** for blogs.
 - Experience and training in use of **Google analytics**, and familiarity with **Google AdWords**. Experienced in use of Radian6 social media analytics.
 - Proficient use of **MS Office**
 - Experienced in use of **Magento** and **Amazon Seller Central**.
 - Self-taught beginner level understanding of **HTML** (including Bootstrap), **CSS**, and **JavaScript** (including jQuery).
 - Self-confessed geek - I enjoy teaching myself programming languages, am always keen to pick up new digital skills, and regularly do my own research on multiple aspects of writing!