



Chantal Cassini-Jones

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ABOUT ME

SKILLS

-  Canva and Photo editing
-  Google Sheets
-  Social Media Marketing
-  Instagram- Stories, feed and reels
-  Facebook- feed, stories and videos
-  Meta scheduling tools
-  Sprout Social
-  Content Marketing
-  Email Marketing
-  Google Analytics
-  Phone Skills
-  Networking/communication skills
written and verbal
-  Customer Service
-  Editing and Proofreading
-  Html, Css, Java script

I have over 20 years experience working in the retail and sales sector delivering excellent customer service. I have worked for Goldsmiths of Shrewsbury, Severn Brides and the NCT.

I have recently completed a Level 4 Digital Marketing Course and I am looking for a change in career, to something that can be customer focused, but online based.

The course as well as my previous job roles have enabled me to gain a well-rounded understanding of digital marketing methods and tools as well as refining my customer service and sales skills.

I'd like the opportunity to bring these skills and qualities to your organisation and support in its continued success. I have a willingness to learn and undertake any necessary training.

WORK EXPERIENCE

SALES CONSULTANT AND SOCIAL MEDIA ASSOCIATE

Goldsmiths of Shrewsbury, Nov 2018-Present

- I was tasked with setting up this independent jeweller social media profiles (Facebook/Instagram), building a new community of followers.
- I worked closely with major jewellery and luxury watches brands to come up with social content for the store.
- I used Canva and other mobile phones editing tools to take and edit photos to high standards.
- I used Sprout Social to schedule posts and used their analytical tools and reports to update others on my progress.
- I monitored the social media channels and answered day to day customer queries.
- I wrote blog posts for our website and developed point of sale merchandise.
- I dealt with clients from all walks of life and assisted them with special purchases as well as any problems they might have.
- Worked to achieve weekly and monthly targets as part of a team as well as personally.

EDUCATION

LEVEL 4 DIGITAL MARKETING CERTIFICATE

Lead|Dec 2022

I've learnt all aspects of digital marketing and applied everything I learnt to develop my start-up business.

GOOGLE ANALYTICS BEGINNERS CERTIFICATE

Google | Oct 2022

I've become familiar with all types of reports available as well as how to understand and use the data.

INTRODUCTION TO CODING

She Codes | Aug 2022

I've learnt basic html, css and Java script and started creating basic websites

SOCIAL MEDIA CERTIFICATE

HubSpot Academy | 2022

Learnt about the latest do's and don't of all the most popular social media platforms as well as tips and tricks to become a better social media manager

2.1 BA IN HUMANITIES WITH ENGLISH LITERATURE AND CLASSICAL STUDIES

Open University| 2011

Helped develop my editing and proofreading skills as well as my written communication skills

LANGUAGES



HOBBIES

Micro Influencer on Instagram
@justabooklovingmum



REFERENCES

Available upon request

SHREWSBURY BRANCH COORDINATOR

NCT, National Childbirth Trust, Jan 2017- Jan 2019

- I worked closely with families, businesses and volunteers to bring events to local families in Shropshire.
- I managed two email accounts, generating business' showcases and advertisements to make more money for the national charity.
- I organised fundraising events and liaised with members of the charity as well as other businesses.
- I helped write the monthly newsletter.
- I managed the Facebook page as well as the various groups and created and scheduled engaging content as well as monitoring chats.

BRIDAL CONSULTANT AND SOCIAL MEDIA AND WEBSITE COORDINATOR

Severn Brides, Jun 2011-Nov 2018

- I set-up and run the company social media accounts during my time at Severn Brides (Facebook, Instagram, Twitter and Pinterest).
- I Designed the company website using WordPress.
- I Managed the company email accounts.
- I dealt with new and existing customers and provided excellent customer service.
- I Helped the owner with the buying every year.