edward Fellows

email: email@edwardfellows.co.uk

**career objectives**

I now feel better prepared to take my career forward as I believe my past experiences have given me a comprehensive understanding of all aspects of digital & print media & how to tackle its many challenges, plus I recently invested in my career completing an advance creative media course which has further enhanced my knowledge.

**qualifications**

Computeach college: CIW - Internet Marketing

CIW - Graphics, Design & Web Professional

Google Online Marketing Certification

Adwords Partner Certification: Fundamentals and Search Advertising

Analytics Partner Certification

6 Form College A level English

Secondary school: GCSE (English, Maths & Arts)

Other: Personal alcohol licence, First aid - emergency aid, full UK Car licence

**expertise** (not limited to)

Web design: HTML5, CSS, jS - jQuery

Graphic design: Adobe CC, Photoshop, indesign, fireworks, Dreamweaver, Acrobat etc

Ux design: Adobe Xd, Sketch, Balsamiq, - Prototyping

Microsoft Office: Word, Excel, Outlook, Powerpoint

Social / email: Mailchimp (build & broadcast) / FaceBook, Google+, Twitter, YouTube, Instagram, Linkedin

Analytics: Google Analytics Partner / Google Tag Manager

PPC: Google Adword Partner

CMS: Wordpress (graphics & content)

SEO: On & off page optimization

CRM: Highrise, Salesforce

**portfolio:** https://github.com/edwardfellows/GitHub-Cv

**experiences**

**Maxwells Marketing - Marketing Assistant**

In my last position I worked for 18 months in Maxwell's restaurant in-house Marketing department, with the responsibility of increasing brand awareness and building client loyalty. This experience has given me a solid understanding of creative digital marketing, graphic design and how to tackle its many challenges.

**duties:** CMS, SEO, Analytics, Graphic design, Social, Email, Events, promotions, Brand Ambassador UK/Europe

**The Roadhouse Bar - Bar Manager**

As a manager I was responsible for three very busy departments, and ensured our guests had a memorable experience, I also worked with the marketing team on project implementation for promotional projects.

**duties:** Hospitality management, Bar, GP accounting, Hiring, guiding and training, Complaint handling, Marketing promotions

**T.G.I.Friday’s - Head Bartender**

I moved to London to work for T.G.I. Friday's after 18 months I was fortunate to be promoted to the position of Head of department, with the responsibility of training my team and driving standards.

**duties:** Bar management, Stock ordering, GP accounting, Guiding and Training, Maintenance reporting, Schedule writing,

**references -** Available at: http://www.edwardfellows.co.uk/references.html

**interests -** Web design, Graphic design, Digital media, Reading, Cooking, Sport, Health and trying to keep fit

More details: www.edwardfellows.co.uk