

Emma Sargeant

MARKETING & COMMUNICATIONS

PROFILE SUMMARY

An organised and creative individual with proven marketing skills and a desire to learn more. With over 10 years of experience working in sales and marketing for a diverse group of businesses and clients in the food and beverage, health, arts and culture industries in the US and London. Gained expertise in data analysis, market research, visual design, web-based advertising and SEO.

CONTACT DETAILS

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PAST EDUCATION

Bellevue College

Bachelor's Degree in Art History and Communications

- Worked as Arts Editor for University Newspaper
- Finished with a GPA of 3.80
- Interned at The Stranger for the Books Editor

Fakenham College

A-Levels in Art, French and English Literature

- Graduated with A, A, b
- Member of school council and worked with local MP Norman Lamb to promote and solve community issues.
- Completed Duke of Edinburgh Award

MY OTHER INTERESTS

- Oil painting and showing my artwork.
- Practising French and Spanish.
- Studying health, nutrition and art history.
- Performing in dance performances.
- Writing articles, poetry and essays.
- Making and watching films.
- Learning about human behaviour, socio-economics.
- Visiting galleries and museums

WORK EXPERIENCE

Marketing Manager

AMT Coffee, London February 2020-Present

- Assisted Managing Director in the rebranding of visual marketing with design, social media engagement and SEO to increase visibility in competitive market.
- Initiated a series of video content, cross-marketing campaigns with suppliers and partnering companies.
- Produced and directed content for blog journals to share with partnering companies to increase backlinks for organic growth.
- Creative director of printed marketing campaigns visible in national rail sites, airports and hospitals.
- Provided skills of web development in Wordpress, design, e-commerce and copywriting.

Marketing & Communications Coordinator

Bodyvie Medi-Clinic, London September 2018-February 2020

- Rebranded company's visual marketing via social media and website. Built relationships with influencers and partnering brands to promote product awareness.
- Constructed instructional videos for at-home skincare to increase product sales.
- Worked closely with business developer and PR company to improve engagement with a more stream-lined demographic.
- Composed website content and focused on SEO to raise company's search engine ranking and thus increasing clinic appointments with new clients.
- Built and implemented a streamlined business strategy with the managing director for staff to increase sales of luxury skin and body treatments and products.
- Worked as copuwriter for web content, medical articles and brochures.

National Sales Account Manager

Caffe Vita, New York City December 2016-2018

- Responsible for maintaining and growing account portfolio across New York and Philadelphia.
- Built relationships with new cafes, restaurants, hotels and airports to provide organic and farm-direct coffee and espresso equipment.
- Organised coffee tastings and promotional events for Caffe Vita and partnering accounts to increase awareness and sales.
- Trained account staff and managers in coffee education and espresso and latte art to ensure quality standards across all accounts for optimal sales.
- Managed staff and trained in sales for growing presence at events such as Governor's Ball and conventions to increase sales and establish interest from vendors to build more relationships.

Manager

Caffe Vita, Seattle March 2012-2016

- Managed both Caffe Vita HQ and Wandering Goose Restaurant.
- Responsible for hiring and training staff to maintain quality service in high volume organic food and coffee service.
- Organised events and managed staff for catering, fundraising, music and art events.
- Worked closely with owners to implement standards across the businesses.
- optimised marketing and sales.
- Increased visibility by establishing relationship with partnering suppliers and participating in events.
- Responsible for accounting, inventory and scheduling.