Roxanne Benton

07572172819

[roxannebenton@icloud.com](mailto:roxannebenton@icloud.com)

Currently studying to a degree level; Marketing, PR & Advertising at The University of Derby. I also have 4 years marketing experience within various sectors. Having successfully started my own photography business; I have experience of traditional marketing, digital marketing and starting a business from scratch. While running this business I managed the social media and was able to reach over 20,000 people during one of my campaigns. I have had the privilege to work alongside the Ted Baker marketing and Executive management teams.

Education

University of Derby - Derby **Bachelor’s in Marketing, PR & advertising** September 2019 to Present

Modules: Marketing Fundamentals, Managing the Brand, Advertising Fundamentals, Digital Marketing, Design and Creativity for Marketers, PR & Media Management, Market Research, Consumer Behaviour, Market Strategy, Content, Copywriting and Creativity.

West Park School **8 GCSE's A-C** 2001 to 2006

Work Experience

**Sales & Marketing Assistant/Shift Manager**

Subway  
March 2017 to September 2019

Helped the owner with the marketing strategy; developed marketing plan which increased b2b sales in the local area.

Built B2B relationship with 3 local gyms (Snap fitness in our retail park, Shreadz and Evisa) It was my idea to give the gyms promotional key rings, which they could use as an incentive to their gym members. They also handed out our promotional leaflets and in return we handed out theirs to our customers. I also targeted local slimming world groups and gave them the promotional key rings too.

My role as a Shift Manager was to lead the team and ensure all staff were working to their best potential. I would train new staff as well as training current staff on new product roll outs and the marketing plan.

**Head of Marketing**

Roxanne Jayne Photography October 2017 to October 2018

Created and implemented advertisements on social media and other platforms which led to more sales. Two of the campaigns I ran reached an audience of 20,195 and 29,384.

Created online and offline marketing materials; business logo, business cards, flyers, gift cards and developed the website.

page1image1636512

Developed content for the business website, blog and social media channels. This led to more interaction from current customers and also new customers.

Took photographs of clients to a high level and edited them ready for the customer.

Built brand awareness by networking and attending networking events. This led to some b2b referrals.

Developed and implemented a long-term marketing plan; would update regularly based on season and sales trends.

**Account Executive**

Centrica, PLC  
December 2011 to December 2014

Nominated Customer Champion for my team, which led to me being responsible for ensuring customer satisfaction and provided the best customer journey.

Used my time management experience to manage me time more efficiently.

Managed lead generation and up-sold other services to increase profits for the business.

**Recruitment Consultant**

ABPM Recruitment  
June 2011 to November 2011

Managed a busy front desk while I answered phone calls incoming and made outgoing calls.

Business development led to relationships and work gained with; Capital One, Experian and Rolls Royce.

Networked with previous and new clients. Interviewed candidates to find suitable roles.

**Collections Account Manager**

Citi April 2008 to June 2011

Coached members of the team on how to deal with customer complaints effectively. This decreased the number of complaints our department held.

Operated my personal diary to ensure effective management of time and that I arrived on time for work.

Was regularly a top performer in a team of 30, which I received a performance related bonus.

Hobbies

I have recently joined the gym and I am enjoying the benefits of this; I also still like to get involved in photography.

**REFERENCES AVAILABLE ON REQUEST**