Evie_jennings@outlook.com

Ware, Hertfordshire

07487601804

Evie
Jennings

DIGITAL MARKETING

PROFILE

Friendly and motivated Digital Marketing Assistant with experience in social media, web design, email marketing and customer service/sales.

I am an enthusiastic learner who is seeking a role with increasing responsibility and the opportunity to develop my skills in SEO, management and design.

EDUCATION

2022-2023

Apprenticeship
ALTHAUS

- Working towards a distinction in a KM2 - Marketing Principles
- Working towards a distinction in a KM1 - Principles of Coding

2019-2021

A-Levels
PRESDALES SCHOOL

- Business Studies - A
- Psychology - A
- Photography - A

WORK EXPERIENCE

Digital Marketing Apprentice

2022-2023 **TOGGLED**

- Defined and managed an omnichannel social media strategy.
- Creative Lead and Content Creator of unique branded content for social media posts, including video editing.
- Provided research into the current market, forecasts, campaign results, and consumer trends. Creating customer journey maps and sales funnel strategies.
- Designed and launched two websites using WebFlow and was in charge of optimising the SEO.
- Created a blog with 7+ articles and consistently updated.
- Defined an email marketing strategy for three client projects that accelerated the acquisition of customers.
- Leading online interviews and meetings with customers and clients.
- Creating and managing multiple CRM systems.

Social Media Intern

2022-2022 **NOMAD STAYS**

- Creating social media content.
- Monitoring marketing analytics and refining our strategies based on user behaviours and trends.
- Using SocialBee to schedule social media posts.
- Leading online interviews with clients and creating content for social media and blog posts.

CERTIFICATES

Web Design
WEBFLOW

- Issue Date: February 2023
- Credential URL:
  https://www.onlineexambuilder.com/index.php?r=exam%2Fcertificate&language=en&PHPSESSID=uunanfv449vuou14kik9nuu3bd

SheCodes Introduction to coding
SHECODES

- Issue Date: January 2023
- Credential ID:
  1296d8c6e4677b88985a599b74634055
- Credential URL:
  https://www.shecodes.io/certificates/1296d8c6e4677b88985a599b74634055

Google Analytics
GOOGLE

- Issue Date: August 18th, 2022
- Credential ID: 123266615
- Credential URL:
  https://skillshop.exceedlms.com/student/award/mJy7C

Brand management: aligning business, brand and behaviour
COURSERA

- Issue Date: October 2021
- Credential ID: WXGK5YKEVTBR
- Credential URL:
  https://www.coursera.org/account/accomplishments/certificate/WXGK5YKEVTBR

SKILLS

- Effective web design and Search Engine Optimisation
- Organising and designing email marketing campaigns
- Creating engaging, creative and innovative content for regularly scheduled posts
- Delivering marketing strategies (both on and offline)
- Researching technological and other relevant digital/social media developments and making recommendations to the business where appropriate
- Using analytical platforms to monitor and evaluate the success of social media activity
- Completing tasks within a team, working together with colleagues to give the best work output possible, directing and delegating tasks to others
- Practical project management skills and the ability to work on different projects simultaneously

- Google Analytics
- Meta and TikTok Business Suite
- Buffer, Later, SocialBee
- WebFlow
- Slack, Trello
- ClickUp
- Canva
- MailChimp
- Semrush
- Notion