



DIGITAL MARKETING

PROFILE

Friendly and motivated Digital Marketing Assistant with experience in social media, web design and development, graphic 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 graphic design and web development.

EDUCATION

ALTHAUS

DIGITAL MARKETING APPRENTICESHIP

- Received a qualification in a KM2 - Marketing Principles
- Received a qualification in a KM1 - Principles of Coding
- Received a qualification in Google Analytics
- Received a distinction

PRESDALES

A-LEVELS

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

WORK EXPERIENCE

Digital Marketing Manager

2023

SKRIBES

- Planned, executed and reported the performance of all digital marketing campaigns, including SEO/SEM, marketing database, email, social media, omnichannel marketing, and display advertising.
- Creative Lead in charge of designing, building and maintaining our social media presence.
- Trained and managed two apprentices new to the team.
- Defined an email marketing strategy to engage existing and new customers.
- Updated and maintained the website, and improved the SEO.
- Staying updated on emerging technologies and providing recommendations for adoption.
- Maintain industry knowledge through self-development.

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 and 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.

CERTIFICATES

SheCodes Web Development

SHECODES

- Issue Date: May 2023
- Credential ID:
57616e7377a1920d035ccb56ea548a1f
- Credential URL:
<https://www.shecodes.io/certificates/57616e7377a1920d035ccb56ea548a1f>

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>

SKILLS

DUTIES

- 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

TOOLS

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