

# JASMINE TRICKEY

## Contact

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Jasmine Trickey



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## Education

**University of Bath | '14 - '18**

BSc (Hons) Business  
Administration | Average: 1st

A four year, thin sandwich course  
with two mandatory 6-month  
industrial placements.

Relevant Modules: Marketing,  
Managing Enterprise Information  
Systems, Digital Marketing, Virtual  
Organising, E-business, Consumer  
Psychology, Business Data  
Analysis, Quantitative Methods,  
Brand Management.

**Nanyang Technological  
University, Singapore | '17**

Exchange Semester | GPA 4.8

A graded semester, forming part of  
my final year at University of Bath.

Modules: Digital Marketing,  
Advertising Creativity and  
Copywriting, Tourism and  
Hospitality Management

**Pate's Grammar School,  
Cheltenham | '07 - '14**

A level: Business Studies A  
Psychology A, Fine Art A  
AS level: Philosophy and Ethics B  
GCSE: 9A\*, 1A

## Employment

**Zoku, Amsterdam | 01.17 - 07.17**

Sales and Marketing Intern

- A dynamic marketing role in an innovative home/office hybrid hotel startup.
- Solely responsible for crafting and implementing a new social media strategy.
- Re-launched and created content for the company blog, after approval of a 12-month content plan.
- Graphic design and collateral creation, including the production of Zoku's corporate brand guidelines during the latter months of my placement.
- Worked intensively in a two-week sprint on concept creation, guest experience design, and implementation planning for Zoku Membership, a new co-working concept.
- Assisted the Commercial Lead with e-mail newsletter creation, website development and paid advertising, and conducting sales tours.

**Gojo Paradiso, Kyoto | 08.16 - 09.16**

Marketing and IT Assistant

- Managed and created content for all social media channels.
- Web development and copywriting for the business' new website.
- Worked with travel influencers to boost digital presence of Gojo Paradiso.
- Graphic design and copywriting for a range of offline collateral, including a new restaurant menu and guest welcome folder.

**SACO The Serviced Apartment Company, Bristol | 06.16 - 07.16**

Offline Marketing Assistant

- Returned to SACO full-time over summer, and was retained working on a freelance basis between 10.16 - 01.17.
- Graphic design and copywriting for a spectrum of marketing collateral during the launch of SACO's subsidiary brand, Locke Hotels.

**SACO The Serviced Apartment Company, Bristol | 08.15 - 02.16**

Digital Marketing Assistant

- Managed SACO's social media presence across all channels, launched the brand's Instagram page, and produced monthly analytical reports.
- Copywriting and assistance with SEO for the SACO website.
- Assumed duties of the Offline Marketing Manager during a month-long period of absence. This involved the production of print-ready marketing collateral and communication with agencies and partners. Partial responsibility for this was retained over the following three months.
- Event support, involving attendance at various industry trade shows.

## Technical Skills

### Design

Adobe Creative Cloud  
(Indesign, Photoshop,  
Illustrator, Lightroom)

### Social Media

Hootsuite  
Sproutsocial  
Facebook Business Manager

### Web Development & Email

Wordpress  
Umbraco  
Mailchimp

### SEO, SEM & Data Analytics

Google Analytics  
Google AdWords

### Other IT Skills

Microsoft Office (Word,  
Powerpoint, Excel, Outlook)  
Apple iWork (Pages, Keynote)

## Employment

### ● House of Fraser, Cheltenham & Bath | 02.13 - 05.15 Sales Advisor

- Management facilitated a store transfer to Bath in September 2014 to enable my employment to continue.
- Worked in womenswear department across a variety of high-end brands.
- Served and advised customers; competent in till operations - processed sales, exchanges, refunds and telephone sales; promoted and opened company credit and reward cards.

### ● Palmer Hargreaves, Leamington Spa | 06.13 Work Experience

- Supported the graphic design and copywriting team with the design of a website for a clothing retailer, and creation of campaign collateral for an educational institute.

### ● Primark, Cheltenham | 10.12 - 02.13 Retail Operative

- An introduction to the fast-paced retail environment.
- Operated tills, dealt with customers and their queries, conducted stock take, and managed fitting rooms.

## Activities

### Code First: Girls

I am completing an 8-week, beginner's course in coding, covering the basics of HTML, CSS, Javascript and jQuery.

### University Societies

University of Bath Management  
Society, TedX Bath

### Travel Enthusiast

I have travelled extensively around Asia and Europe, tackling Japan, China, and Southeast Asia solo.

### Amateur Artist

Keen drawer and painter.  
I have completed a number of commissioned artworks.

### Clean UK Driving License

## Volunteering

### ● Josie's Dragonfly Trust | 10.16 - 12.16 Fundraising Volunteer

- Organised, hosted and publicised a music evening at a café in Bath.
- Attracted over 50 paid attendees with profits above £800.

### ● The Smiles Foundation, Romania | 03.13 Mission Trip Volunteer

- Delivered care packages and offered support to individuals in elderly homes, schools, gypsy settlements and the homeless.
- Painted a mural in The Doris Elderly Care Centre, Cihei.
- Raised over £500 by organising and hosting an event in my local community.

## Awards

### ● Eden Ventures Prize - Academic Excellence | 03.17 Highest overall grade for E-Business, a module which involved creating a digital business plan.

### ● Young Enterprise Awards | 03.12 Best Presentation (Regional)

## References - Available On Request