



KAYLEIGH ELLIS

CONTACT

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PROFILE

I pride myself on being reliable, bright and fast-learning, and I thrive on working within a motivated and supportive team. I am currently looking for a new challenge to further my skills and experience and due to change in personal circumstances, I have recently relocated to Edinburgh where I wish to start a new exciting career!



EXPERIENCE

PAID MEDIA AND SOCIAL ADVOCACY SPECIALIST CREATION AGENCY | MAY 2017 - PRESENT

Creating Media Plans and implementing paid media campaigns across multiple platforms and budgets

Ensuring lowest possible CPA and CPC

Innovating and constantly optimising campaigns to generate maximum leads

In charge of all Social Advocacy programs from strategy to day to day delivery

Currently dedicated full time to working with our client
- Google, leading a social advocacy and influencer program.

1 YEAR GAP TRAVELING

ACCOUNT EXEC (-2014) ACCOUNT MANAGER (-2016) CREATION AGENCY | AUG 2012- APRIL 2016

Managing countless projects and campaigns from brief to completion for some of the agency's largest clients such as Samsung, Kaspersky, Lenovo and IKEA. Ranging from written and video case studies, integrated campaigns, product launch events, to co-ordinating and project managing large in-field surveys, full branding and guidelines, and in store POS

Maintaining and regularly updating the team's forecasting. Responsible for scheduling the Account Handling team projects into the studio ensuring effective time and resource management to meet project deadlines.



EDUCATION

HND, MUSIC PRODUCTION UNIVERSITY OF NORTHAMPTON | 2009 - 2011



SKILLS

Account handling
Project management
Managing multiple budgets
Working to deadlines

Social & Paid Media
Building and maintaining
client and supplier
relationships