



# LEIGH SMITH

## Marketing Content Executive



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## ABOUT ME

Marketing Executive with 8 years in the industry. Specialising in content creation, content strategy and digital marketing. I bring a dynamic approach to my work and thrive in fast-paced, innovative environments.

In my spare time, I travel, follow Formula 1, and work as part of event teams on weekends.

## EDUCATION

### Bachelor of Science with a placement in Media Production

De Montfort University  
2015 - 2019

### A Levels

Wyggeston & QE I College  
2013-2015

### 12 GCSEs grades A\*-B

Beaumont Leys School  
2008-2013

## REFERENCES

### Natalie Davies

Heidelberg Materials UK  
[natalie.davies@heidelbergmaterials.com](mailto:natalie.davies@heidelbergmaterials.com)

### Andy Morris

De Montfort University  
[andy.morris@dmu.ac.uk](mailto:andy.morris@dmu.ac.uk)

## LANGUAGE

- English

## EXPERIENCE

### Marketing Content Executive

2024 - Present

#### Heidelberg Materials UK

- Delivering UK marketing plans by working across business lines to create multi-channel content for websites, social media, PPC campaigns, and print
- Focusing on product promotion, sustainability, brand messaging, and customer engagement
- Conducting site visits for photography and video production (including drone)
- Using Adobe Suite for graphic design and video content
- Collaborating with suppliers to produce print material, POS and merchandise
- Attending events to capture live content for social media
- Planning, scheduling, and managing social media posts, analysing performance, engagement trends, and optimal posting times to maximise reach and impact
- Combining strategic thinking with creativity to deliver cost-effective campaigns

### Digital Customer Experience Agent

2022 - 2024

#### Heidelberg Materials UK

- First in the role, driving value through digital products and marketing materials
- Managed projects across business lines, building relationships with key teams
- Gained logistics experience as a shipper, enhancing digital solutions impact
- Strengthened content creation skills, leading to the Marketing Content Executive role

### Multimedia Communications Coordinator

2019 - 2022

#### One Stop Stores Ltd - Tesco Plc

- Managed internal video content, from story boarding to distribution across platforms, including supporting Tesco events
- Led seasonal engagement campaigns
- Managed the back-office website and liaised with external developers
- Handled creation and print of internal materials and merchandise
- Ensured all content adhered to brand guidelines

### Other previous roles

#### Videographer - De Montfort University

2017 - 2019

- Created videos for Careers and Public Engagement departments
- Raised the University's profile and reputation
- Traveled worldwide filming student volunteer trips

#### Influencer & Content Creator - TUI

2017

- Created content and copy for the Mail and Metro
- Videography and photography
- Independent worldwide travel
- Content and copy for the website and social media