

# MAX MCSHANE

New Media Degree

Marketing Coordinator

## CONTACT

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A highly motivated, determined and enthusiastic marketing coordinator with an adored passion for creative communication. Irrefutably consistent in all aspects of work. Outgoing, tenacious, accustomed to decision making and working on one's own initiative in a variety of duties. Honest and reliable with a good sense of humour, a refreshing finish to a highly active and proficient worker to any team.

## Skills



### Technical

Word	★★★★★
PowerPoint	★★★★★
Excel	★★★★★
Outlook	★★★★★

Photoshop	★★★★★
InDesign	★★★★★
Illustrator	★★★★★
PremierePro	★★★★★

### Interpersonal

Grown through  
experience in  
the following:

- Face to face promotion and product demonstration.
- Charity fundraising for local and national charities.
- Building rapport and client communication with a diverse range of agencies and local business.

### Analytical

Current work  
roles include:

- Seeking client perspectives and consumer behaviours.
- Calculating and presenting information from reports.
- Evaluating and finding efficient work practices.

## Education



### Degree (BSc)

Leeds Metropolitan University - 2:1 New Media Technology

### A-Level

Thomas Rotherham College - 3 Grades, B, C, D

### GCSE

Clifton Comprehensive School - 7 Grades A\* - B,  
1 Grade C

# Employment



## Santoro Ltd

October 2012 - Present

Sales and Marketing Coordinator

- Help plan and deliver effective integrated marketing strategies and acquire new business partners for both export distributors and key UK retailers.
- Coordinating a marketing team of five, delivering instructions and delegating work whilst ensuring key campaign messages are communicated clearly across the team.
- Organise and design engaging online content, weekly, to continue consumer growth and build on the current fan base.
- Designing all visual selling aids, promotional materials, direct marketing, e-mail shots, POS and trade show invites.
- Promoting and attending trade shows, editing online show profiles, generating lists and sending out show invitations.
- Help improve the velocity of lead qualification, opportunity creation and sales conversion.
- Planning and implementing targeted email marketing campaigns to generate inquiries and sales leads.
- Assisting the sales team in following up targeted marketing campaigns, arrange appointments and share product knowledge.
- Ensuring that contact and interaction data is captured on the CRM system (SAP Business One) for each prospect, utilising this information to optimise the sales opportunities.
- Tracking and analysing activities to ensure improved performance and greater ROI is delivered through all channels.
- Continually seeking and addressing the most efficient work practices for the sales and marketing team.
- Calculating campaign costs, customer acquisition costs and profit margins.
- Pulling reports and presenting results in a creative and concise manor.

## Freelance

October 2009 - Present

Mixed Media Design

Pitching creative ideas and designing for print, video and web, often to the directors of agencies and occasionally CEO's of large blue chip companies.

Developed new business primarily through online social networking and attending multiple trade shows.

### Clients



Video for Turtle Wax's promotional campaign: <https://www.youtube.com/watch?v=y1YZCMgG4Zc>

## Dialogue Direct

August 2009 - September 2009

Charity Fundraiser

Allocated charities to educate the general public about and raise long term donations.

Organised payments and set up direct debits.

Charities include national and local charities (British red cross, RSPCA, Shelter, See Ability)

Promoted a self motivating attitude within a group and built moral within the team.

# Employment

## Link Communication

Field Marketing Staff + Media Design

September 2007 - August 2009

Communicated key brand messages and promoted branded products.

Managed flow of consumers, being pro-active with a 'think on your feet' attitude

Captured and evaluated data to provide written reports on promotional campaigns.

Proved dependable, showing professional and positive communication with clients and their customers.

Became accustomed to leading product presentations.

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## Hobbies / Interests



- An active interest in inbound marketing and innovative methods to increase new business.
  - Takes pleasure in creative design and arts, likes to play in Adobe Illustrator and Photoshop.
  - Enjoys a good challenge, mountaineering, rock climbing, the great outdoors and football.
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References - On request