



MICHELLE  
CLEMENT

MARKETING  
MANAGER

MICHELLELCLEMENT@GMAIL.COM

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47 BECKWAY ROAD,  
LONDON, SW16 4HB

## SKILLS

DSLR Photography  
Adobe Photoshop  
Adobe Lightroom  
Microsoft Office  
MailChimp  
Google Analytics  
WordPress,  
Shopify  
WIX

## ABOUT ME

I have over 14 years experience organising people and things, or as I like to call it, getting stuff done.

I am an experienced marketer both in house brand and agency side, with a keen eye for strong, high-quality design and branding.

My career has regularly seen me reporting directly to senior management or business owners.

## EXPERIENCE

FREELANCE MARKETING & ACCOUNT MANAGER  
THE AGENCY SOLUTION / JANUARY 2017 - CURRENT

The Agency is a full-service marketing agency experienced in the creation, design, concept, strategy and roll-out of marketing campaigns.

I am in charge of managing multiple client's marketing activities, sometimes up to 8 businesses at any one time. As a small company, my role within it is diverse, and I play an active part in all aspects.

Through the companies success, we expanded our offering into a wide range of sectors and international territories. These have included clients in music, nightlife, film & TV, charity, fashion, insurance, health and fitness, and locations including the UK, Middle East, Singapore, India, Ibiza, Australia and South Africa.

### Achievements

- » The successful release of 'The Best Music Documentary of all Time' Bros After The Screaming Stops after building an online audience of 50,000 with 100,000 monthly engagements, hitting #1 Amazon pre-order, trending twice on Twitter whilst it was on air on BBC3 and a sold-out in-store HMV signing. The film later went on to win a BAFTA and spin-off shows
- » Designed, built, launched and managed 8 WIX websites, 2 Shopify Websites and 2 Wordpress websites to help new businesses get started or support new launches.
- » Raised over £20,000 via Indiegogo for a large film franchise
- » Launched film franchise merchandise making £3,000 in the first fortnight
- » Grew client databases across various sectors, many starting from nothing
- » Selling out over 20 cinemas across the UK for a little known film, the highest number of tickets sold via cinema ticket platform OurScreen to date
- » Presented to and winning 8 new clients for the company
- » Written and published approx. 200 keyworded blogs and articles for clients to improve SEO and click-throughs from social media channels

BRAND LISENCING EXECUTIVE  
MINISTRY OF SOUND / SEPTEMBER 2014 - JANUARY 2016

Reporting directly to the Head of Brand Licensing, I was the main point of contact and coordinator for the development and launch of all new Ministry of Sound branded products including speakers, headphones, merchandise, apparel and accessories.

This role maximized all my experience from previous roles within Ministry of Sound.

### Achievements

- » Launched Ministry of Sound branded headphones and speakers from concept to instore with license partner
- » Audio range stocked in Dixons, HMV, John Lewis, Tesco, Argos, Airports and more



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- » Huge launch party attended by over 1500 people, including influencers, press and brand fans
- » Press coverage in tech and mainstream publications such as What HiFi, Stuff, T3, plus news outlets such as Shortlist, Stylist, Evening Standard, The Sun, Daily Mail, Mixmag and more.
- » Launched new Ministry of Sound branded apparel, receiving great feedback and coverage in publications such as Mixmag, DJ Mag, Dancing Astronaut
- » Gifting and obtaining photos of DJs and influencers in apparel
- » Product placement in multiple top 10 music videos

I also assist project managed the install, press, and full launch of the Dolby Atmos System into the Ministry of Sound Club. This was the first time this technology has ever been installed into a club environment, providing '3D' sound. We gained coverage in multiple mainstream press outlets and sold out all the first announced events.

#### CONSUMER RESEARCH AND SEGMENTATION ANALYST MINISTRY OF SOUND / JULY 2013 - JUNE 2014

For this role, I became the 'go-to' person within the company for research and consumer insights across all brands. My main three projects were:

- » Being invited and included as part of the senior innovation panel alongside the CEO to investigate key business investments and partnerships thanks to my knowledge and understanding of our demographic
- » The build and launch of the company website and mobile application from conception to launch, including initial and end product user testing, consumer design feedback and general team assistance
- » The successful running of two continuous online research communities (UK and US based) who tested new products, website development and more.
- » Through the research groups we discovered a need for 'EDM' events in rural and non-obvious US locations, leading to additional events to be booked, raising the event department's income and bookings.

#### PA TO CEO & BRAND MARKETING ASSISTANT MINISTRY OF SOUND / JULY 2013 - JUNE 2014

My PA role was for the CEO himself, as well as various other Marketing and Managing Directors during this time.

My main role was to make sure the CEO was where he needed to be, when needed to be there, as well as answering his calls, arranging documents, university talks, meetings and assisted on his larger projects such as the Save Our Club campaign. As a PA to the CEO I was also in charge of arranging company-wide events such as staff parties.

In my role as Brand Marketing Assistant I worked across all four Ministry of Sound Group brands on various marketing activities.

This included;

- » Brand development projects such as Nissan and Pepsi partnerships
- » Coordination and creation of pitches and presentations
- » Ensuring brand guidelines are met
- » Creation and management of marketing timelines, content plans and reports

Particular highlights include:

Save Our Club campaign: A successful and groundbreaking campaign to block new residential flats potentially closing down the club. Our campaign was taken directly to London Mayor Boris Johnson and as a result, there has been a change in the law. My role was to assist the CEO and Chairman with all aspects and communications.



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Nissan Partnership: We took the sound system out of the club main room (The Box) and custom fit them into two newly launched Nissan Jukes. The 'Jukebox' popped up at events and festivals around Europe for the following year. My role was to manage the day to day relationship, marketing materials, meetings etc.

PRODUCTION COORDINATOR, CREATIVE TEAM  
MINISTRY OF SOUND / NOVEMBER 2008 - FEBRUARY 2011

- » Day to day running of the creative department, liaising between the designers and internal departments, scheduling and coordinating design and video jobs.
- » Proof and copy check all artwork, design and video edits before delivery, including the delivery of over 150 albums and singles and over 30 TV adverts.
- » Produce photo and video shoots for TV and online, including equipment hire, studio, booking, call sheets, budgets, crew hire and travel plans
- » Delivery of projects to multiple media channels across varying platforms including broadcast, online and print

PREVIOUS ROLES

- » PA & Administrative Assistant at Hatch Farm Studios, November 2004 - November 2009
- » Junior Negotiator at Richard Stubbs Estate Agent, July 2004 - November 2004
- » Import Assistant at HayWorld Cargo, February 2004 - July 2004

EDUCATION

- » Photography BTEC Level 2
- » MRS Certificate in Market & Social
- » Research (Distinction)
- » MRS Client-Side Research course
- » MRS Research Communities training
- » GNVQ Level 2 Business Administration
- » GCSE Results - 9 A-C Grades