

Amelie Commins

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Portfolio: <https://qmclic.github.io/Marketing-Portfolio>

Profile

Creative copywriter specialising in internal and brand communications, storytelling, and short-form content that captures attention. Experienced in delivering high-engagement campaigns across email, social, and digital channels, with a sharp eye for tone, clarity, and audience-first messaging.

Skills

Digital Marketing: SEO, Google Analytics, Google Ads, Omnisend, Mailchimp, Klaviyo, Shopify, Social Media.

Content & Creative: CapCut, Canva, Adobe Creative Suite, Avid Media Composer, DaVinci Resolve, Figma.

Web & Development: WordPress, HTML/CSS, JavaScript, GitHub, Visual Studio Code.

Business Tools: MS Office, Google Workspace, Trello.

Marketing Experience

DIRTMAG: Digital Editorial Coordinator (2025 December – Present)

- Managed Instagram content strategy, graphics, and audience interaction.
- Coordinated submission process and designed magazine layouts using Adobe InDesign.

Marple Runners: Social Content Producer (2026 September – Present)

- Planned, filmed, and edited short-form TikTok content to support community growth and engagement.

Amaranth: Digital Communications (2025 September – Present)

- Delivered B2C email campaigns to 4,500+ subscribers with open rates up to 66%.
- Used engagement data to optimise CTAs, content structure, and link performance.
- Supported social and website content on TikTok, Meta, and Shopify.

Tidal Waves Radio Station: Secretary and Head of Scheduling (2024 May – 2025 June)

- Co-founded volunteer organisation with 60+ volunteers, managing scheduling and communications.
- Led promotional campaigns across social media, print, and in-person channels.
- Created newsletter reaching 100+ subscribers and Instagram video content with 800+ views.

English and Creative Writing Society: Lead Editor and Wellbeing Officer (2024 March – 2025 August)

- Led editorial production using InDesign, delivering student publication from submission to print deadlines.
- Coordinated contributors and feedback processes, achieving contributor satisfaction rate of 97%.

Aberystwyth Dog Society: Vice President & Social Media Manager (2023 November – 2024 April)

- Filmed and edited short-form video content increasing attendance by over 65% and averaging 3000+ views.

Aberystwyth Paranormal Society: President and Treasurer (2022 August – 2024 January)

- Grew attendance to 100+ students through targeted social media and direct outreach campaigns.

Education

Aberystwyth University (2022 September – 2025 June)

Undergraduate: Film and Television Studies BA (Hons) – First Class

Marple Sixth Form College (2019 September – 2021 June)

A level: Photography, Art & Design (A), Drama and Theatre Studies (A), English Literature (B)

Courses and Certificates

Shift Click: Introduction to Web Development (December 2025)

Google Skillshop: Google Ads Search Certification (2025 October)

Google Digital Garage: Fundamentals of Digital Marketing (2025 July)