

AMELIE COMMINS

DIGITAL MARKETING APPRENTICE

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PROFILE

Passionate and direct Marketing Executive with 3+ years of experience in developing content-led campaigns and social media strategies, creating engaging visual and video content, managing email workflows, and using analytics to optimise audience engagement.

STRENGTHS AND EXPERTISE

Creativity & Storytelling
Analytical Thinking
Graphic Design

Video Production & Editing
Web & Front-End Basics
Social Media Marketing

Email Marketing
Communication
Project & Event Management

AREA OF EXPERTISE

- Translating engagement and retention data into content decisions, including hook structure, CTA placement, and posting cadence.
- Platform-native content development, adapting tone, pacing, and formats to Instagram Reels, TikTok, and email without cross-posting fatigue.
- Audience segmentation and lifecycle thinking, aligning content to awareness, engagement, and retention stages.
- Creative testing frameworks, including subject line variants, video hooks, captions, and thumbnail.
- Balancing brand consistency with trend responsiveness in fast-moving social environments.

PROFESSIONAL EXPERIENCE

Amaranth
Digital Marketing Executive

September 2025 - Present

Drove measurable growth and optimisation across email, social, and web channels by owning execution and performance analysis of key digital marketing activities.

Accomplishments:

- Led B2C email marketing strategy and execution for an opt-in audience of 4,500+ customers using Omnisend, implementing systematic subject line testing and send-time optimisation to deliver open rates of up to 66 percent.
- Transformed campaign effectiveness through deep analysis of engagement metrics, click heatmaps, and unsubscribe patterns, reshaping content hierarchy, CTA positioning, and link structure to increase relevance and retention.
- Accelerated social media performance by producing and editing short-form video content, using TikTok and Meta analytics to iterate rapidly on creative direction and maximise reach and engagement.
- Enhanced website performance and content accuracy through hands-on management of Shopify updates, ensuring alignment between campaigns, user experience, and conversion goals.

DIRTMAG
Creative Director

2025 December - Present

Founded and led an international digital magazine, overseeing editorial operations, visual identity, and audience growth. Managed end to end content, social media, and B2B relationships to build an engaged niche community.

Accomplishments:

- Built and managed Instagram presence achieving 25 percent engagement rate.
- Developing the first issue to professional print standards, including page design, typography systems, and export ready layouts for publication.

Marple Runners
Social Content Producer

2025 September - Present

Scaled podcast visibility and content performance through short-form video production and visual storytelling.

Accomplishments:

- Filmed and edited short-form podcast clips engineered for TikTok consumption to align with current platform trends.
- Delivered consistently engaging video assets edited in CapCut, designed to maximise audience retention and repeat viewing.
- Produced content that achieved average view counts of approximately 500 views per post on TikTok, supporting broader audience growth and discoverability.
- Captured high-quality race photography at live events, creating reusable visual assets for digital and promotional use.

Tidal Waves Radio Station
Schedule Manager and Administration

2024 May - 2025 June

Built and media organisation from the ground up, establishing operational structure, audience growth, and brand visibility.

Accomplishments:

- Co-founded and managed a team of 60+ contributors, overseeing recruitment, scheduling, and internal communications.
- Led promotional activity across social, email, and in-person channels, including a monthly newsletter reaching 80+ subscribers.
- Produced and edited Instagram video content, delivering average view counts of 800 per post.
- Coordinated events, sponsorship communication, and advertising schedules to support platform visibility and growth.

EDUCATION & CERTIFICATES

MadLab
Shift Click – Introduction to Web Development

2025

Google Digital Garage
Fundamentals of Digital Marketing

2025

Google Skillshop
Google Ads Search Certification

2025

Aberystwyth University
Bachelor of Film and TV (Honours)

2024