

Amelie Commins

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Check out My Work here: <https://qmclic.github.io/Marketing-Portfolio/index.html>

Profile

Recent graduate with hands on experience in newsletter marketing, supported by social media and graphic design work. Delivered B2C email campaigns and created branded content across digital channels, combining content creation with performance analysis.

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

Amaranth: Digital Communications

(2025 September – Present)

- Executed B2C email campaigns to 4,500+ subscribers, achieving 34 percent open rate.
- Analysed engagement data to optimise CTAs, content hierarchy, and link performance.
- Supported social and website content using 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.
- Planned and executed multi-channel promotional campaigns across social, print, and in person outreach.
- 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 95 percent.

Aberystwyth Dog Society: Vice President & Social Media Manager

(2023 November – 2024 April)

- Shifted Instagram strategy from static posts to Reels, lifting typical reach from double digits to four figures.
- Drove event promotion through Reels, increasing attendance by over 65 percent.

Aberystwyth Paranormal Society: President and Treasurer

(2022 August – 2024 January)

- Grew membership by 50+ students in first week through targeted social and direct outreach campaigns.
- Increased weekly event attendance by over tenfold through targeted community outreach.
- Controlled £500+ budget in Excel, aligning marketing spend with attendance growth.

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)

Other Employment

Mel's Little Explorers: Childminding Assistant

(2021 May – 2024 September)

Supported daily operations, activity planning, and parent communication in a regulated care setting.

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)