



Jamie McDermott

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## Executive Synopsis

A highly dynamic and innovative Digital Marketing Executive who specialises in the strategic planning and integration of new online marketing practices and technologies. Proven track record of working with multi-industry companies in retail, recruitment, and music, in order to start-up and streamline their Digital Marketing endeavours.

A hands-on Digital Marketing Consultant with extensive leadership and management skills enabling the introduction of a more unified and successful strategic direction to a company. Has an outstanding track record in working with an award winning interior designer and multi-national job site to develop creative marketing and communication campaigns that meet corporate goals and commercial targets.

Recognised for hands-on experience in providing professional and effective services to internal staff and external customers, as well as the implementation and execution of successful strategies leading to effective operational excellence and improved work ethic and performance.

An excellent communicator and natural leader with an entrepreneurial spirit and multinational experience.

## Core Competencies

- Online Marketing
- Creative Digital Strategies
- Copywriting & Blogging
- Marketing Technologies
- Online Market Research & Analytics
- Great Communication Skills
- Online Brand Development
- Online Advertising
- Email Campaigns
- Marketing Communications
- Integrated Marketing & Communications
- Leadership Skills
- Brand Awareness
- Product Launch
- Social Media Networking
- Social Web
- Campaign Analysis & Website Statistics
- Relationship Management

## Key Skills

- **Communication** - Natural communicator who has won contracts on the basis of understanding the clients needs and then executing the delivery efficiently.

*Worked with Seattle based online music company, BeatElite, providing an online re-brand which increased website traffic by 50% within 6 months.*

- **Marketing Technologies** - Enabled companies to increase productivity. Ability to understand and implement latest technologies to enhance performance and deliver results.

*Successfully integrated new internal and external communications and collaboration systems for Career Intelligence, providing a key component to one of their most successful career services client-based packages.*

- **Strategic Direction** - Ability to evaluate and decide upon the best direction to take, before implementing changes effectively.

*Successfully executed promotional campaign to launch solo career for UK musician, Nikki Murray, with YouTube videos gaining half a million views in under 4 months.*

- **Online Brand Development** - Ability to establish a brand by conducting market research to see how best to place it into the market. Experience in developing online brand presence and create personality for the purpose of internal recruitment.

*Conducted market research for award winning and world renowned interior designer, Troy Adams, enabling him to direct his client base to a unified and fully branded online presence.*

**Jamie McDermott**

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# Career History

<b>Director</b> <i>Shareable Media</i> <b>Shareable Media is a creative consultancy that establishes online marketing strategies for companies of all sizes from multiple industries.</b>	<b>Nov 2010 - Present</b>
<b>Career Intelligence</b> Worked with a large multi-national job site from the establishment of their London office in 2012. Launched their online campaigns, starting from scratch, implementing their online presence by utilising the most effective channels and technologies to target their audience and client base. Very successful results were achieved, with almost 3,000 Facebook fans gained in under 12 months, and an online personality and presence built that has enabled new development opportunities.	
<b>Studio Becker L.A. by Troy Adams Design</b> Successfully built an online presence allowing Troy Adams to increase his networking capabilities, present potential clients with a unified online brand, and enhance and streamline his existing marketing and promotional campaigns.	
<b>BeatElite</b> Increased website traffic and online sales through the creation and implementation of new social media channels, a more effective marketing and advertising strategy, and customer support through social media channels. The introduction of a blog allowed for the creation of an online community which aided in the on-going marketing efforts and word-of-mouth spread of the campaigns.	
<b>General Manager</b> <i>Saint Nightclub</i> <b>Saint Nightclub was a boutique nightclub in the heart of Stratford-upon-Avon, Warwickshire.</b>	<b>Jun 2009 - Oct 2010</b>
<b>Achievements</b> Played a key role in developing the concept for the business, before acting as an assistant project manager on the build of the venue, alongside the investors. Served as General Manager to the venue, working with the bar and service teams, managing weekly stock orders, and running the in-house marketing team.  Social Media was fully utilised and was the focus of all marketing efforts, aiding in the promotion of large events, hosting some of the best DJ's and performers, and ensuring that multiple weekly events were run at full capacity.	
<b>Music Producer &amp; Engineer</b> <i>Jamie McDermott Music / Jamie Wamie / Ghost Writer</i> <b>A music producer, writer and engineer, working under various names and as a ghost writer to other musicians.</b>	<b>Jan 2006 - Sep 2011</b>
<b>Achievements</b> Studied music production at a private music school in London, before working as a freelance music producer, writer and engineer. Worked under own names, releasing music on record labels such as EMI, Universal, Cr2, Ministry of Sound and Hed Kandi. Provided music (uncredited) as a ghost writer to musicians and record labels. Had a top ten song that charted in the Beatport dance charts which was play-listed on radio stations around the world, including Radio 1 and Kiss FM.	
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