

Claire Makin's Curriculum Vitae

Claire Makin
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Personal Statement

I am a motivated individual with years of experience in many work environments . Skilled in Marketing and SEO, I consistently deliver high-quality results and excel in improving businesses social media presence. I thrive in collaborative environments, communicate effectively, and can handle challenges with composure. Passionate about growth and development, I seek opportunities to contribute my expertise and make a meaningful impact. I have a keen eye for attention-to-detail and I am eager use this along with my other skills at an organisation that values innovation and fosters a positive work culture.

Key Skills

Marketing Strategy
SEO Optimisation
Website Management
Social Media Marketing
Cross-functional Collaboration
Data Analysis
Customer Service Excellence
Sales Management
CRM Utilisation
Attention to detail
Communication Skills
Retail Sales
Client Relationship Management
Full Drivers License

Work Experience

Marketing Assistant
Reclaimed Brick Tile 2022-2024

- Managed WordPress website, ensuring functionality.
- Executed SEO strategy, boosting traffic and sales during crisis.
- Conducted keyword research and optimised content for higher organic search rankings.
- Collaborated cross-functionally to align SEO with business objectives.
- Monitored analytics, providing data-driven optimisation recommendations.
- Utilised our CRM system to Track and prioritise leads.
- Stayed updated on industry trends for competitive online presence.
- Managed order packaging for efficient delivery.

Marketing Assistant
Strategic Analytics Team 2020-2021

- Developed professional website using Wix.
- Led product launch, boosting brand awareness.
- Enhanced industry knowledge through product development insights.
- Expanded UK retailer network by adding 140+ stores.
- Secured product placements in major retailers, increasing sales.
- Managed commission pay and accounts.

Customer Sales Advisor
Tesco Mobile 2019-2020

- Sold and upgraded Phone Contracts.
- Provided information about phones and plans.
- Resolved customer inquiries and issues.
- Collaborated with team to achieve sales targets.
- Maintained store cleanliness and kept POS up to date and in line with new releases.

Customer Service Assistant
Sainsburys 2018

- Provided excellent customer service, assisting shoppers and addressing inquiries.
- Stocked shelves, maintained displays, and ensured store organisation.
- Assisted on the till, handling transactions accurately and efficiently.
- Collaborated with team members to ensure smooth operations.
- Maintained cleanliness and hygiene standards.
- Demonstrated strong communication and interpersonal skills.

Front of House Manager
Blueberry Bangs 2015-2018

- Managed front-of-house operations, greeting clients and ensuring satisfaction.
- Answered phone calls, handled inquiries, and efficiently booked appointments.
- Assisted stylists with client support, ensuring a seamless workflow.
- Maintained the cleanliness and organisation of the salon, upholding high standards.
- Provided exceptional customer service, ensuring client loyalty.

Education
Pendleton Sixth Form College
Salford, 2019
Forensic Science, Criminology and Psychology.

The Barlow RC High School
West Didsbury, 2011-2016
10 GCSES Graded A-C

References available on request.