

## **Claire Makin's Curriculum Vitae**

Claire Makin  
Golborne WA3 3TL  
07384320030  
Clairemak@hotmail.co.uk

### **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.