

Sophie Macintosh

CONTACT

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 <https://www.linkedin.com/in/sophie-macintosh-10903023b>

CORE SKILLS

- Creative
- Team player
- Punctual & Reliable
- Problem Solver
- Self-Motivated
- Hard working

EXAMPLES OF WORK

 <http://www.northernnoise.co.uk>

 <https://iothorizon.com/blogs/>

PERSONAL SUMMARY

A **hard-working resilient** individual that takes pride in my dedication to work. I am **passionate about my writing ability and creativity**. I am always **open to learn new skills to better my overall performance**. I have recently graduated with a **First Class Honours from Manchester Metropolitan University studying Media and Film**.

WORK EXPERIENCE

Northern Noise: July 2022 - September 2022

During the summer break between my first and second year at university, I volunteered as a content writer for online magazine Northern Noise. My role involved researching and pitching ideas to be written and uploaded as online articles.

IoT Horizon: May 2022- July 2022

At IoT Horizon, I was employed as marketing assistant. My role involved writing and uploading content for the company's social media and blog pages. I also attended networking events to write content and take pictures. My role also involved assisting competitive research and development along with administrator duties. During my time at IoT horizon, I gained skills in communicating with customers and industry professionals when discussing content and setting up meetings.

The Park: February 2018 – August 2021

Whilst working for The Park pub and restaurant, I was a key member of the team. I was highly commended for my work ethic, working as part of a team and being flexible to help wherever I could throughout the pub. I ensured that the kitchen hygiene was kept to the highest standard, and was tasked with training new members of staff on how to maintain high levels of hygiene and how to use kitchen equipment correctly. I also assisted the head chef in the preparation of food before service and the preparation of deserts during service. Furthermore, I assisted at private events decorating the venue, preparing and serving buffet food. As well as working in the kitchen, I also helped front of house taking reservations over the phone, serving tables and cleaning the restaurant area.

Hodges Butchers: December 2017 – January 2018

Whilst working for Hodges Butchers I assisted with preparing food for hampers over the Christmas period. I also helped to serve customers and take orders for home delivery.

EDUCATION

Manchester Metropolitan University:
September 2021– May 2024
BA First Class Honours

- Media and Film

Blackburn College: September 2018 – May 2020
A levels


- Media Studies – A
- Art – B
- Psychology – D


Ribblesdale High School: September 2013 – May 2018
GCSEs


- Art – A*/8
- Religious Education – A/7
- English Language – B/6
- English Literature – B/6
- Science – C/5
- Maths – C/4
- History – C/4
- Media Studies – C/4

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This letter is intended to express my interest in the field of social media/ digital marketing. I have always had an interest in marketing with my most favoured part of studying media being to analyse styles of marketing and learn how advertisements are adapted to reach a specific demographic. I also have some experience in this field. For example, over the summer of 2022 I worked in the department of sales and marketing for an IoT company whilst also volunteering as a writer for an online magazine based in Manchester.

Whilst working in marketing, I have become familiar with using Trello to pitch article ideas and WordPress to edit and upload website content. Whilst volunteering for online magazine Northern Noise, I wrote multiple articles showcasing some of my favourite places to visit in Manchester, from where to go for a unique night out, to dog friendly ice cream parlours and independent cinemas. This was something I really enjoyed as it helped me to develop my own style of writing.

During my employment as marketing assistant for an IoT company, I was tasked with writing blog posts and social media posts for the company's LinkedIn page and other social media accounts. This was challenging for me as I was completely new to the IoT industry. However, through researching and attending meetings with clients, I was able to adapt to my surroundings easily whilst also learning as much as possible about the industry. During meetings, I was also tasked with creating social media content to promote networking events and talks carried out by clients.

Moreover, alongside written material, I also have experience in using Canva to create visuals to work well alongside my written content. For example, as part of one of my marketing modules at university, I created a 40-page report on Canva to illustrate how our group helped our assigned client achieve their goals on social media and recommendations moving forward. To achieve this, I created a bespoke template that replicated their existing print-based marketing collateral and included our own group photography, and graphics alongside written content that I also helped to write.

Thank you for your time, I look forward to hearing from you..

Yours Sincerely,
Sophie Macintosh