

# JACOB GIBSON

Marketing master student

## PERSONAL STATEMENT

I am a marketing enthusiast and love to improve the whole organisation's performance by taking it to the next level with what we do in marketing every day. The world of online marketing, social media, and project management especially thrill me. I would love to share this passion as part of your team in the future.

### E-mail

*gibson.jacob.b@gmail.com*

### Mobile

*07990 277383*

### Address

*65 Ednaston Rd  
Nottingham  
NG7 2JF*

## EDUCATION

### 2:1 MSc Marketing

*Nottingham Trent University*

*2020 - 2021*

Key skills gained:

- Developing marketing campaigns and strategies in case studies
- Using practical methods for conducting marketing research
- Gaining practical experience in a marketing consultancy experience project
- Building customer relationships
- Developing digital businesses

### 2:1 BA (Hons) Business Management and Marketing

*Nottingham Trent University*

*2016 - 2020*

Notable modules: Digital Customer Experience, Innovation in Marketing, Digital Entrepreneurship, Integrated Marketing Communications

### Tapton Secondary School

*2014 - 2016*

A-level passes in three subjects: Business Studies (A), Maths (B) and English Literature (B)

### Tapton Secondary School


*2009 - 2014*

11 GCSEs, grade A\*-C including Maths and English

## SKILLS

*Microsoft Office* 

*Adobe Photoshop* 

*WordPress* 

*Python and R* 

## LANGUAGES

*English* 

*French* 

## HOBBIES

*Volleyball, design, outdoors and  
hiking, music and concerts, reading*

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## WORK EXPERIENCE

### Placement year in marketing division

ASOS - Online fashion retailer, London — 2018 - 2019

- Writing creative copy and composing marketing communications
- Developing marketing campaigns and pitching them to the team
- Developing social media strategies and running accounts on platforms like Instagram, Facebook, and Twitter
- Optimising website performance using SEO
- Managing website content and e-mail marketing

### 3-month summer marketing internship

Drivy - Carsharing app provider, London — 2017

- Planning marketing and communications campaigns
- Writing creative copy and composing marketing communications
- Managing website content with WordPress
- Creating and ordering advertisement materials
- Conducting market and competition research

## ADDITIONAL EXPERIENCE

### Online courses

- Viral Marketing and How to Craft Contagious Content (on coursera.org)
- Social Media Marketing (on coursera.org)
- Python for Data Science (on edX.org)

### Youth club volunteer

M8S Youth Club, Nottingham — 2017 - today

Helping children with learning disabilities and supporting them in activities such as indoor and outdoor games, cooking, reading, and on outings like hiking trips, bowling or canoeing

## REFERENCES

References will be provided upon request