



Claire Fletcher

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Curious, motivated and experienced digital marketer with hands-on campaign management, design & agency experience. A driven, dedicated and efficient team player determined to help brands cut through and keep generating better results in an increasingly competitive space.

Skills

Digital Marketing
Creative Strategy
Analysis & Optimisation
Social Media
Concept & Ideation
Conversion Rate Optimisation
Copywriting & Design
Pitching & Presenting
Microsoft Excel
Adobe Suite & Figma

Relevant Experience

Managing Director
Tenth Stoa (self-employed)
9/22 - present

Concept, idea and creation of design and content for Creative across digital & print channels; scope & develop **briefs; research, review and optimisations** to marketing copy, design and journeys; created a landing page which generated a client's **best cold lead conversion % from Meta** to date; website copy and structure which helped a brand achieve **170%** of their fundraising target (over £1.4m); **pitching and presenting** to clients.

Campaign Manager & Creative Lead
Pure.amplify UK
12/16 - 9/22

Campaign Executive
12/15 - 12/16

Generated over **8 million customer** acquisition leads. **Led the team's design** across different media channels and industries; copywriting and **creative reviews** in close liaison with Key Accounts team; achieved **100% client satisfaction** for Creative in client feedback surveys; led quarterly and ad hoc **creative updates**; in-depth **campaign analysis and reports** to monitor performance and discover **new iterations and test concepts**; creation of presentation assets; management of supplier network, ensuring key **GP and revenue targets met**; management of **ad operations** and **partner network**, campaign set up and budget tracking; building key tools to streamline internal campaign review processes; led company's UK & EU Culture team; 2x winner of global Above and Beyond Award.

Wins

London 2012 Games Maker
Solo global backpacking
University of Ulster Dean's List
NI Brass Bank League Section & Quartets Champion

Document Controller
Graham Construction
09/12 - 01/15

Day-to-day management of thousands of documents for numerous fast-paced, multi-million pound projects; handled constant demands to **strict deadlines without mistakes**; trained internal and external employees on CMS; responsible for **creation, implementation and review of procedures** across London and Northern Ireland regions.

Education

1st Class Honours
BSc Communication,
Advertising & Marketing
University of Ulster (2012)
3 As, 1 C A Levels
10 GCSEs A-C

References

Catherine Jones
Account Director
Nest Commerce
07546 108 480

Heather Stone
Senior Digital Marketing Manager
Neilson Financial Services
07985231120

Interests

Music, drawing, running, writing, reading, board games, politics, rugby, quizzes, psychology