

Elliot Hall, Marketing Strategist

PERSONAL PROFILE

Building brands, increasing sales and growing businesses through insights-lead, integrated marketing strategies and award-winning, multi-channel campaigns.

PROFESSIONAL EXPERIENCE

Marketing Strategist

StrategiQ • Ipswich / London • 4.5 years • 2019–present

- Leading market analysis, consumer research and cultural trends.
- Driving client sales and revenue growth through integrated strategies including social, email, SEO, paid advertising, PR, video and content.
- Establishing new strategic processes and best practices.
- Winning new clients and creating new upsell opportunities.
- Managing, mentoring and upskilling junior members of the team.

Senior Digital Marketing Executive

PeoplePlus • Ipswich / Birmingham • 3 years • 2016–2019

- Managing social and email channels, running paid advertising, writing content, website SEO and organising promotional events.
- Planning, filming and editing promotional videos and interviews.
- Developing company branding, tone of voice and visual identity.

Digital Marketing Executive

Protocol Global • London • 5 months • 2015–2015

Freelance Designer & Marketing Consultant

Freelance • Ipswich • 5 months • 2015–2015

Graphic Designer / Video Producer

Painting Pixels • Ipswich • 1.5 years • 2014–2015

EDUCATION

Digital Marketing & Social Entrepreneurship (Apprenticeship)

Level 3 Diploma — Opportunities Workshop (2016–2017)

Sales & Direct Marketing (Apprenticeship)

NVQ Level 3 — Key Training (2014–2015)

Art & Design

BTEC Level 3 — Suffolk New College (2012–2014)

CONTACT DETAILS

Tel: 07714 775 953

Email: elliottlukedali@gmail.com

LinkedIn: /in/elliott-hall

SKILLS

- Digital Marketing Strategy
- Branding Strategy
- Campaign Management
- Reporting & Data Insights
- Creative Campaign Briefing
- Research & Trend Analysis
- Budget Management
- Client Pitching & Presenting
- Engaging Stakeholders
- Content Ideation & Planning
- Copywriting & Editing
- Social Media Strategy
- Paid Media Advertising
- Email & CRM Strategy
- Asset Design & Video Editing

AWARDS & CONTRIBUTIONS

UK Paid Media Awards '22:

Best Local Campaign, Campaign of the Year and Best Paid Search Campaign.

UK Paid Media Awards '23:

Campaign of the Year and Best Use Of LinkedIn Ads.

Student Mentor:

Suffolk New College (2023)

Guest Speaker:

One Sixth Form (2023)

PERSONAL INTERESTS

When I'm not nose-deep in a book, or cooking up a new recipe I found on TikTok, you'll find me spending my time working on my writing.

