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**CURRICULUM VITAE**

**TOM SEXTON**

Education **2016-2019 University of Hertfordshire**

1st BA Marketing & Advertising

Professional Experience

**Aug 2020 – Date Preach London (own Marketing Consultancy)**

Unpacked – affordable homewares

* Rebrand, repositioning, content planning and execution, B2B pitching and client delivery

Feedback - Customer review app

* Increasing real/authentic customer reviews for high street restaurants and stores by supplying branded tablets for customers to leave reviews at the POS.
* Proof of concept, market research and field surveys, brand ID/guidelines, app architecture

**Sep 2019 – Jul 2020 Infusion Group, Hemel Hempstead**

**Account (Growth) Manager**

* Marketing and product development with a focus on customer and user acquisition, activation and retention
* Reporting directly to both MD's, worked cross-functionally with analytics, project management, operations, marketing, business development/client relations to design and execute growth initiatives.
* Integral part of the website re-build, email marketing, social media and print
* Market research
* Event organisation
* Assisted in the design and rebrand of the business, online and offline
* Built and rebranded business tools, solutions and external documentation
* Copywriting and design for all marketing collateral
* Led social media and marketing strategy workshops for clients
* Business development and prospecting

**Jun 2019 – Sep 2019 Humphrey’s, St Albans**

**(contract)**

* Humphrey’s is a sub-brand of Langley Foods, specialising in CBD infused wellness drinks.
* B2B and B2C business development, marketing and brand strategy

**Jan 2017 – May 2019 Suzero Ltd, Hatfield**

**Brand Marketing Manager (part time whilst studying)**

* Suzero is an award-winning food start-up brand specialising in healthy, low-sugar snack bars. With two business partners was responsible for - Consumer marketing strategies across Advertising, Digital content, E-commerce, Sports sponsorship, Email marketing, Social media strategies, Market research and Event organisation

Achievements:

* Helped secure Suzero’s first ever industry award, achieving 1st and 2nd in Start-Up marketing categories.
* Joined the brand with a basic website and no marketing structure; heavily contributed to website design and content, established a social media strategy and oversaw all traditional and digital content produced.
* Successfully project managed all branding and packaging from concept to design.

**Jan 2016– Dec 2016 Icon Media (was Eclectic Motion Media) London**

**Account Manager**

* Independent agency specialising in creative and media planning production with focus on TV Advertising.
* Creative content (Client & Agency side), Production management
* Digital content
* Outbound email marketing
* Social media strategies & activation
* Pitch design and presentation

Achievements:

* Developed targeted B2B email campaigns which secured approximately £100,000 of revenue in new business.
* Integral member of the team which secured and implemented the 2016, 360 Sponsorship deal for ITV’s “The Only Way is Essex” for Select Fashion at circa. £1,750,000.00
* Devised, pitched and implemented a social media strategy for Select Fashion to improve engagement and ROI against their current E-Commerce Director’s strategy. The re-position grew Select Fashions Twitter following by 11.4% through organic and cost effective methods within five weeks of implementation.

**2011 – Dec 2015 Worked as a Senior Sales Negotiator for two major Estate Agents.**

Interests

A keen sportsman who has been playing inline hockey for over 19 years, winning league, national and international titles. Selected for Team Great Britain for the 2018 & 2019 European Championships. Enjoys festivals, gigs, reading, creative writing, film and the great outdoors.

Voluntary Work

**Aug 2020 - Present BISHA Hockey**

* Helping to transform the marketing and branding activities of the organisation nationwide to ultimately grow Skater/Inline hockey in the UK, and raise the UK public awareness of the sport.
* Responsibilities include brand guardianship, development and execution of overarching marketing strategy, PR/press, partnerships/collaborations, event planning/organisation, asset design, social media content strategy development and management, commercial sponsorship