



XXXX XXXX

Marketing Communications
Project Manager
Digital Content Management

Contact

+xxxxxx xxxxxx
xxxxx@gmail.com

About me

I am enthusiastic, hard working and reliable with the ability to learn new skills and take on new challenges. Working as the lead marketing co-ordinator at X Events for seven years I had to overcome unique challenges quickly and effectively, whilst keeping to pressing deadlines. This experience was vital for my role as the Furniture Re-use Network's first marketing and communications officer, building and developing the role from the ground up to raise their profile within public, private and corporate sectors.

Creativity is one of my strengths and I strive to find originality and fun in my projects to maintain engagement and keep standards high. My ability to write copy tailored to suit readers on a variety of marketing platforms allows me to reach wide audiences and make maximum impact. I have experience in developing social media platforms, managing website content, writing press releases, newsletters and more.

I am very comfortable managing and co-organising company events, from major events to corporate conferences and exhibitions. My desire to get it spot on ensures that I work hard to make the event a success.



A little more:

- I love sports. The lesser-known Korfbal being my current favourite. My favourite social media platform is Instagram.
- I don't drink coffee – but I love coffee cake.
- Which leads me neatly onto my love of cake in general... And chocolate.
- When music catches my attention I get actual Goosebumps.
- Reading is something I wish I had more time for. It's all about The Luminaries by Eleanor Catton right now.
- I've got travelling in the blood. I can't help but make any trip a bit of an adventure.



XXXX XXXX

Marketing Communications
Project Manager
Digital Content Management

Contact

+xxxxxx xxxxxx
xxxxxx@gmail.com

My work experience

W– Marketing and Communications Officer April 2015 – October 2016

Reasons for leaving:

I left the W to take an extended holiday and spent three months travelling in India and Sri Lanka.

Key Achievements:

As their first Marketing and Communications Officer, I identified the key areas requiring marketing support. I devised and established a strong marketing strategy which incorporated both digital and traditional marketing and communications. I was able to leave a clear annual marketing plan on my departure from the W.

Having recognised the urgent need to formulate a communications plan for the W membership, I invented particular activities to achieve the following: bring the membership closer together, educate them about the work the W was achieving on their behalf and highlight news from their sector. I devised a monthly newsletter, generated membership competitions and implemented smart new W membership certificates and stickers for members to receive when they joined. My efforts were rewarded as the membership grew, recognition of the W's work heightened and member requests for the W's support increased. The feedback I obtained from the membership was very positive.

I project managed all events for W, including their annual conferences. My mission to market the conference to external non-members was successful and, for the first time, we welcomed non-members to the event. In addition, I invented and delivered a very popular upcycling competition to the annual conference.

Main Duties & Responsibilities:

- Produced and implemented marketing strategies to raise the profile of the W.
- Managed and generated website content using Joomla CMS and rejuvenated social media accounts, building communities from scratch.
- Engaged and mentored membership to ensure the W provided maximum value above and beyond our scope. This included one to one marketing advice and support with members.
- Responsible for all copywriting including but not limited to website content, press releases, newsletters, social media content, emails, and external marketing copy.
- Supervised press communications, including all press queries, interviews and press visits for both W and members when required.
- Marketed and project managed W's events including W's annual conference.



XXXX XXXX

Marketing Communications
Project Manager
Digital Content Management

Contact

+XXXXXX xxxxxx
xxxxx@gmail.com

My work experience

X Ltd – Marketing Coordinator

April 2008 - April 2015

Reasons for leaving:

After seven years of working for X I was looking for a new challenge to further my career, which came in the shape of the Furniture Re-use Network.

Key Achievements:

Juggling a wide variety of projects in the lead up to the X events was a main aspect of my role. My diligence and pro-active nature meant that all of my projects were completed on time. A few examples of the projects I managed - annual branding development and design, X Souvenir Programme, artist and other event announcements, press and social media, annual website overhaul.

I developed a strong relationship with major event sponsors including Ecotricity. My diligence and desire to make these relationships work and to ensure that the sponsors gained the necessary exposure throughout the event experience brought them back year after year and each year we were able to develop and improve on the well established relationship.

Protecting the X brand profile was a hugely important aspect of my role. X worked with hundreds of external companies from international events organisations to small traders, a majority of whom required the use of the X brand in varying degrees. I ensured correct use, and all written copy and use of the brand went through me first. When a PR company, brought in to manage UAE press for X Abu Dhabi, was misrepresenting X, I reviewed their practice and oversaw the management of them.

Main Duties & Responsibilities:

- Head of marketing for X Ltd., a company which hosts music events worldwide.
- Delivered annual performance reports analysing the effectiveness of marketing activities on ticket sales and website traffic. Used results to tailor progressive marketing strategies.
- Co-creator and editor of the X Event Programme, managing design, print, advertising and content.
- Copywriter for the website, newsletters, social media, advertising, press releases and more. Coordinated and managed teams in the high pressure environment of an active event. Including managing world famous artists and facilitating their interactions with the press.



XXXX XXXX

Contact

Marketing Communications
Project Manager
Digital Content Management

+XXXXX XXXXXX
XXXXXXXX@gmail.com

My work experience

Y – Fundraising Admin Assistant

Sept 2007 – March 2008

Reasons for leaving:

I was given the opportunity to develop my skills working at X Ltd.

Main Duties & Responsibilities:

- Coordinated large and often complicated postal campaigns.
- Co-produced, designed and edited a quarterly bulletin, maintaining communication with the publisher.
- Designed a webpage to recruit Y students for an exciting new project.

Z . – Project Manager Jan 2007 – Aug 2007

Reasons for leaving:

I moved to xxxx to find a new home and a new challenge.

Main Duties & Responsibilities:

- Produced a corporate brochure under a strict deadline while managing design and content.
- Maintained communication with publishers, company directors, architects, and property agents throughout the project.
- Conducted extensive research for the brochure and sourced all required materials independently.

References and further work experience on request.





XXXX XXXX

Marketing Communications
Project Manager
Digital Content Management

Contact

+XXXXXX XXXXXX
XXXXXXXX@gmail.com

Education

A University: 2000-2003

English Literature BA Hons 2(ii) degree

B Sixth Form: 1998-2000

A-Levels:

Performing Arts B; English Literature C; Sociology C

C High School: 1993-1998

GCSE: 6 A passes. 3 B passes. 1 C pass.

Extras

CMS (including Joomla, Wordpress and inhouse built CMS)

Google Analytics & Social Media Tools

Canva & Photoshop

Mailchimp

Survey Monkey

MS Office Suites, Windows & Apple software

Thanks for your time!

If you would like to hear more, please don't hesitate to get in touch with me.

**XXXXXX XXXXXXXXX
XXXX@gmail.com**

