

XXXX XXXX

[xxx@gmail.com](mailto:xxx@gmail.com)

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## **Overview**

Enthusiastic, hard working and reliable with the ability to learn new skills and take on new challenges. Exceptional people and communication skills with over 8 years' experience driving projects to completion in marketing.

## **Travelling**

### **November 2016 – Present day**

Travelled for three months around India and Sri Lanka. After a thoroughly wonderful time I am excited to be back looking for my next challenge.

## **Work Experience**

### **W - Marketing and Communications Officer**

#### **April 2015 – October 2016**

NB: This role was a new role for the W who wanted to specialise their marketing and communications in order to increase brand awareness.

- Clarified W's goals, produced a congruent marketing strategy and implemented a successful marketing plan.
- Maintained the website and managed social media accounts, building communities from scratch.
- Engaged and mentored membership to ensure the W provided value above and beyond our scope. Including 1-on-1 marketing advice and support for W members.
- Responsible for all copywriting, press releases and managing press queries, interviews and visits.
- Marketed and co-managed W's annual conference in 2015 and 2016.

### **X Ltd. - Marketing Coordinator**

#### **April 2008 – April 2015**

- Head of marketing and responsible for managing the marketing budget.
- Produced annual performance reports analysing the effectiveness of marketing efforts on website traffic, ticket sales and conversion rates. Used results to create improved plans and strategies.
- Co-creator and editor of the X festival programme, managing design, print, advertising and content.
- Copywriter for the website, newsletters, social media, advertising, press and more.
- Coordinated and managed teams in the high pressure environment of an active festival. Including managing world famous artists and facilitating their interactions with the press.

**Y - Fundraising Admin Assistant**

**Sept 2007 – March 2008**

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

**Z Ltd. - Project Manager**

**Jan 2007 – Aug 2007**

- 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.

**Reference calls with previous bosses will be arranged and I can provide further work experience on request.**

**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.

**Additional Information**

- Experienced and confident working on both Macs and PCs.
  - Competent with Google Analytics, Facebook Insights and other vital marketing tools.
  - Chair person of M October 2015 – present day.
  - Wide range of interests including sports, music, arts, travel, reading, film, theatre, nature and walking.
  - Extensive experience and understanding of the issues facing disabled people and their families.
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