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**CONTACT**

**James Smith**



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CURRICULUM VITAE

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**Personal statement**

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123, The Street

Happy Town

Big City N1 234

I am a competent marketing professional with a Postgraduate Diploma in Marketing from the CIM. I have marketing experience that covers all areas of the marketing mix including product, brand, merchandising, PR, print production, digital and online marketing, and sales promotions. Additionally, I have experience of managing external agencies. I am looking for a position at an innovative company with a good customer mix from start up to market leading brands.

Key achievement

From 2013-2016, I worked with my key account Supercreams on a new series of marketing video ‘Weather the Storm’ for the launch of their new product, ‘Super Hand Cream’. The video was viewed voluntarily by 3.5m people on Youtube and annual sales of the new product were on target for £1.2 million for 2016.

**WORK EXPERIENCE**

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| **Marketing Manager**  ABC Supplies Ltd, Nottingham | *2016-date* |

As Marketing Manager for this East Midlands company, my responsibilities include:

* Managing all marketing for the company and activities within the marketing department.
* Developing the marketing strategy in line with company objectives.
* Creation and publication of all marketing material in line with marketing plans.

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| **Marketing Assistant**  ZYZ Supplies Ltd, Nottingham | *2013-2016* |

As Marketing Assistant for this East Midlands company, my responsibilities included:

* Planning and implementing promotional campaigns.
* Managing and improving lead generation campaigns, measuring results.
* Preparing online and print marketing campaigns.

During 2014 and 2015 my campaigns generated an increase in leads of 13% and an increase in sales of approximately 3%, worth £259,000.

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| **Marketing Junior**  123 Supplies Ltd, Nottingham | *2009 - 2013* |

As Marketing Junior for this company, my responsibilities included:

* Creating a wide range of different marketing materials.
* Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.

Key achievements include increasing one of my client’s email open rates from 14% to 53% and increasing CTR from 11% to 63%.

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**WORK EXPERIENCE** (continued)

**SKILLS**

* Use of Adobe Creative Cloud software including Photoshop, Dreamweaver, InDesign, Fireworks and more.
* Competent in setting up and analysing Google Adwords campaigns.
* Competent in analyzing and reporting on Google Analytics data.
* Accomplished copywriter with a portfolio that includes blog posts, landing pages, magazine articles, newspaper articles, adverts and more.

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| **Marketing Intern**  WOW Supplies Ltd, Loughborough | *2008* |

As an unpaid intern, my responsibilities included:

* Attending pitch events with the Founder
* Identifying potential customers and targeting them
* Helping to write and implement digital marketing plans
* Developing template marketing documents

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| **Marketing Intern**  DNA Supplies Ltd, Leicester | *2007* |

As an unpaid intern, I gained experience evaluating the effectiveness of all marketing activity across the Company.

**EDUCATION**

**REFERENCES**

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| **Postgraduate Diploma in Marketing**  Chartered Institute of Marketing | *2016-2018* |
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| **BSc Business and Marketing (2:1)**  Nottingham Trent University | *2013-2016* |
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| **BTEC Media and Marketing (Distinction)**  Confetti, Nottingham | *2011-2013* |
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| **9 GCSEs Grade C and above**  Redhill Academy, Nottingham | *2009-2011* |

George Jones

Managing Director

ABC Supplies Ltd

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george@abcsupplies.com.



Sam Jones

Managing Director

ZYZ Supplies Ltd

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**HOBBIES & INTERESTS**

* Going to the gym
* Cooking
* Health and fitness
* Yoga
* Walking
* Cycling
* Hiking
* Mountain biking

“James is a competent marketer who has worked tirelessly on our account. His reports are thorough and give us everything we need to make strategic marketing decisions from the very top. I would not hesitate to recommend him.”

Jessie Allen, CEO

*Super Duper Company Ltd*