JAMES SMITH

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Overview **Digital Marketing professional with 4 years’ experience**

I am a Digital Marketing Executive with a solid portfolio of projects demonstrating skills across a wide range of digital marketing activities. I hold the CIM Digital Diploma in Professional Marketing which incorporates the Digital Strategy elective. My strengths include developing social channels, growing audiences and increasing engagement; developing successful email campaigns end-to-end; setting up, managing and optimising PPC campaigns; and designing and implementing effective content strategies. I am highly competent at monitoring and reporting, providing actionable insights and optimising as needed. I am looking for a full time role.

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Work history **Digital Marketing Executive (Part time – 25 hours/week)**

Dora Tashley Home Furnishings Limited

 January 2017 – date

 Key responsibilities:

* Overseeing all aspects of the company’s digital marketing including their contact database, website, CRM, email and social channels.
* Designing and executing the website content strategy. The site had a magazine feel so our target audience - people with an interest in home design - would engage and share.
* Coming up with the ideas for all content including features on choosing items of furniture and accessories, tips on styling areas of the home, seasonal colour features and trend reports, introducing new collections, ‘how tos’, seasonal features and a lot more besides.
* Working with copywriters and photographers to produce these features and ensuring everything adheres to the company’s brand guidelines.
* Creating the company’s fortnightly email campaigns which were based around the above features.
* Updating social channels and running social campaigns to advertise promotions and new collections, plus seasonal campaigns.
* Setting up and running PPC campaigns periodically (especially seasonal), reporting and optimising.
* Running all PR including getting placements in magazines, newspapers and blogs, and handling press releases.

Key achievements:

* My content strategy grew the website’s organic traffic by 34% from October 2017 – September 2018, and 67% from October 2018 – September 2019 compared to the previous year.
* Sales from visitors landing on the new style content pages and going on to order products generated £200k in the first year (5% of overall turnover) and £375k in the second year (12% of overall turnover).
* Social campaigns around the new content pages generated 100k of new follows / 50k sales in year 1 and 150k of new follows / 78k sales in year 2.

Work history **Digital Marketing Officer (Part time – 18 hours/week)**

University of Nottingham

 January 2015 – December 2016

I provided support to the University’s Communications Manager to deliver their student recruitment and marketing strategy. Key responsibilities included:

* Gathering market insights
* Implementing marketing plans
* Analysing and adapting marketing tactics
* Creating content for the website, email campaigns and social media
* Ensuring all communications are consistent and adhere to brand guidelines.

Key achievements:

* My weekly School of Pharmacy social campaigns attracted typically 400 – 600 leads through an 8 week period (an increase of over 50% on the previous campaigns that the University ran).
* My ‘day in the life’ content strategy attracted 5,000 new monthly visitors with an average of 500 leads generated from those pages, increasing overall site leads by 12%.

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Qualifications **CIM Digital Diploma in Professional Marketing (Level 6)**

Chartered Institute of Marketing

 Completed January 2017

Covering Customer Insights and Innovation, Digital Metrics and Analytics, the Digital User Experience, Digital Disruption, Digital Planning, Delivering Success, Strategy and Compliance, Managing Implementation and Conversion Optimisation and Growth.

**A Level Graphic Design (A), Art (A), English (C)**

New College Nottingham

 Completed January 2015

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Skills Competent with Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Use of Dreamweaver with basic HTML and CSS editing

Competent Microsoft Office 365 user (Word, Excel, Powerpoint)

Competent with Google Analytics, Tag Manager and Ad Manager

Able to use various web content management systems

Competent with social media tools

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Interests In my spare time, I love playing squash and badminton. I also have my own marketing blog where I share insights about current trends, ideas, software reviews and the results of experiments that I carry out on my test websites. I’m always testing out ideas and trying to prove or disprove marketing theories - I’m a big believer that too many people confuse correlation with causation.

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References References from my current and previous roles will be available on request.

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