

Jamie Smith

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Objective

I am a Marketing Consultant with 3 years' experience at a mid-sized marketing agency in London. I hold a Diploma in Professional Marketing from the CIM at Level 6 (Intermediate) which is equivalent level to an undergraduate degree. I am looking for the opportunity to advance to a Management position where I can use my skills in developing strategies and leading a team.

Experience

Marketing Consultant

2014 - date

XYZ Brand Agency, London

Initially joining the company as a trainee, I have progressed to team leader. My role requires that I create, develop and execute marketing strategies for the Company's clients, including online and offline campaigns. I am also required to ensure that all marketing support materials are up to date and in line with each client's agreed brand guidelines, which include website materials, social media accounts, online brochures, presentations and proposal templates.

Key achievements:

- My 'Sweet like Chocolate' leaflet campaign which was ran over 2 weeks at a client's flagship store in Soho saw an increase of 64% foot traffic for its two week duration.
 - My 'Bend it like Peckham' leaflet campaign for a well-known London football team saw ticket sales increase by 30% over its three month duration.
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Qualifications

Diploma in Professional Marketing (Level 6)

2011-2014

Chartered Institute of Marketing

This course which is equivalent to an undergraduate degree covered:

- The strategic marketing planning process, including how to evaluate and implement it through effective management of resources.
- Understanding of key marketing metrics and measurement techniques enabling me to identify and interpret insights to support informed strategic decisions.
- Digital Strategy (elective) enabling me to better understand how organisations can implement a digital marketing strategy and how to build these capabilities into the overall strategic plan.

Skills

- Great interpersonal communication
 - Excellent writing ability – examples available on request
 - Analytical knowledge
 - Highly creative
 - Proven ability to lead a team
 - CMS experience
 - Content marketing – ability to conceptualise and execute effective campaigns
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Hobbies & interests

- Rock climbing
 - Cycling
 - Going to the gym
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References & availability

Notice period is one month. References are available on request.

Important

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