

Heffo! I'm Danny Jenkinson

MARKETING CONSULTANT || WWW.DANNYJENKS.COM

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OBJECTIVE ||

I am a Marketing Consultant with **5 years' experience** at two mid-sized marketing agencies, both 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.

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, generating an additional **£1.3m** in revenue.

KEY SKILLS ||

- Great interpersonal communication
- Excellent writing ability – examples available on request
- Analytical knowledge
- Proven ability to design successful email campaigns
- Research skills
- Understanding of UX and UI
- Highly creative
- Proven ability to lead a team
- CMS experience
- Content marketing – ability to conceptualise and execute effective campaigns
- Understanding of responsive design
- Basic coding knowledge (HTML/CSS)
- SEO tool knowledge

QUALIFICATIONS ||

DIPLOMA IN PROFESSIONAL MARKETING (LEVEL 6)

CHARTERED INSTITUTE OF MARKETING, 2011-2014

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. It provided an understanding of key marketing metrics and measurement techniques enabling me to identify and interpret insights to support informed strategic decisions. My digital Strategy (elective) enabled me to better understand how organisations can implement a digital marketing strategy and how to build these capabilities into the overall strategic plan.

MARKETING CONSULTANT

XYZ BRAND AGENCY, LONDON : 2014 - DATE

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.

MARKETING CONSULTANT

123 BRAND AGENCY, LONDON : 2012 - 2014

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HOBBIES AND INTERESTS ||

- Going to the gym
- Cycling
- Rock climbing
- Scrambling

REFERENCES ||

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