

James Smith PgDip

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OVERVIEW

Marketing professional with 10 years' experience (8 years PQE)

I am a Marketing Professional with a CIM Digital Diploma in Professional Marketing at Level 6. I have 8 years of experience at two reputable marketing agencies. My strengths include building and implementing effective strategies, copywriting and CRO. I am looking for a full-time in-house marketing position.

WORK EXPERIENCE

Marketing Executive

BIG MEDIA AGENCY

2014 - 2018

Key responsibilities included:

- Developing and implementing marketing strategies.
- Evaluating the success of our campaigns through key marketing metrics and identifying insights to drive informed decisions.
- Tracking marketing performance and return on investment and preparing monthly reports for clients.
- Monitoring and reporting on competitor activity.
- Managing marketing budgets.

Marketing Junior

LARGE AGENCY

2010 - 2014

Key responsibilities included:

- Devising integrated marketing communication strategies to enrich the customer experience and deliver customer value.
- Helping with marketing plans, advertising, direct marketing and campaigns.
- Sourcing advertising opportunities and placing adverts in the press or on the radio.
- Working closely with in-house or external creative agencies to design marketing materials such as brochures and adverts.

Marketing Trainee

LARGE AGENCY

2008 - 2010

Working part time whilst studying for my CIM qualification, I learned about marketing's role in business and how the marketing mix is used.

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

CHARTERED INSTITUTE OF MARKETING

2008 - 2010

3 A Levels

BIG COLLEGE

2009 - 2011

Graphic design, Physics, Art

SKILLS

Dreamweaver (basic)

Photoshop (intermediate)

Illustrator (intermediate)

Copywriting (advanced)

Proofreading (advanced)

Ability to successfully run social media channels (e.g. Twitter, Facebook and LinkedIn) to enhance audience engagement

INTERESTS

Painting fantasy miniatures

Going to the gym

5-side football

Member of several re-enactment groups

REFERENCES

Available on request.