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| James Smith PgDip | 25 Country Lane, Countryside CV12 3DX  jamessmith@countryside.com  07456123456 |

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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. |

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| **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. |

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| **QUALIFICATIONS** | | **CIM Digital Diploma in Professional Marketing (Leval 6)**  CHARTERED INSTITUTE OF MARKETING  2008 - 2010  **3 A Levels**  BIG COLLEGE  2009 - 2011  Graphic design, Physics, Art |

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| **ACHIEVEMENTS** | | * Put together successful marketing strategies for five key large accounts in my current role, resulting in increases in traffic and sales of between 15 and 45%. * Executed a Facebook based marketing program for one key client which increased sales by 34% for the month, with 56,000 new Facebook fans and 34,000 unique email addresses added to the Company’s email list, all under budget. * Managed and mentored 3 junior staff members in my current role, with our team exceeding its client spend target by 10 – 23% each month consistently. |

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| **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 |

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| **INTERESTS** | | Painting fantasy miniatures  Going to the gym  5-aside football  Member of several re-enactment groups |

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| **REFERENCES** | | Available on request. |

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