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|  James Smith PgDip  | 25 Country Lane, Countryside CV12 3DXjamessmith@countryside.com07456123456 |

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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 AGENCY2008 - 2010Working 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 MARKETING2008 - 2010**3 A Levels**BIG COLLEGE2009 - 2011Graphic 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 gym5-aside football Member of several re-enactment groups  |

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

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