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|  |  | | |
| “  James is a highly competent at planning and executing web, SEO, email and social media advertising campaigns.  Nelly Roberts  **Blue Media SEO**  “  James has the innate ability to brainstorm and present incredible new and creative growth strategies.  gEORGE LEE  **HODOWN Media**  “  James has real knack for generating truly original ideas and methods which constantly exceed clients’ expectations.  sam jones  **bighand Media** |  | James Smith   |  |  | | --- | --- | | **Address:** | 123 The Street, The Town, NG1 234 | | **Tel:** | 01234 567890 | | **Email:** | jamessmith@hotmail.com | | **Twitter:** | @james\_smith | | **LinkedIn:** | @jamessmith3 | | **Instagram:** | @james123 | | **Pinterest:** | @jamessmithmarketing | | |
|  | **Profile** |  |
|  | * BA Hons Marketing (1st Class Honours) * Demonstratable track record of success supporting the marketing and commercialisation of multi million pound businesses * Strong digital and social experience and understanding * Strong team leader, with natural mentoring capabilities * Ability to anticipate issues and respond quickly, flexibly and creatively to solve problems and address commercial market challenges | |
|  | **Work history** |  |
|  | April 2015 – date  Influencer Marketing Manager | **Blue Media SEO**  I am responsible for engaging and promoting the brand at every opportunity, managing and working with influencers’ PR agencies and creating engaging articles. My main responsibilities include:   * Managing budgets. <https://www.cvtemplatemaster.com> * Tracking KPIs daily/weekly/monthly. * Maintaining strong relationships with current influencers and recruiting new influencers and brand ambassadors. * Providing communication across all business matters for creators, brand extensions, industry trends and revenue opportunities. * Monitor analytics to understand best practices. * Tailoring contracts to each influencer.   March 2012 – March 2015  Digital Marketing Manager | **HODOWN Media**  My responsibilities included: <https://www.cvtemplatemaster.com>   * Planning and executing web, SEO, email and social media campaigns. * Planning and executing offline marketing campaigns. * Maintaining, improving and growing clients’ social media presence. * Planning and writing content for digital and print media. * Forecasting, measuring and reporting performance of campaigns. | |
|  |  | | |
| **achievements**  I designed an email campaign for Client LD which generated 534 new sign-ups to their online music lesson subscription (approx. 43% of the list).  I created a killer piece of content for Client RD which attracted 40+ high quality links for their website.  Through promoting my weekly blogs for Client RT through a brand new newsletter and social media, I increased the client’s website traffic by 45%/month in six months.  My social campaigns for Client UY helped grow their mailing list from 52 subscribers to 5,621 active subscribers over 3 months.  i would be pleased to share details of the above projects during an interview (client permission obtained). |  | **Work history (continued)** |  |
|  | March 2010 – February 2012  Marketing Executive | **big hand media**  My role at this busy agency included: <https://www.cvtemplatemaster.com>   * Creating and optimising all email campaigns via a CRM. * Managing and developing all social media activities including content creation and analytics. * Managing both paid and organic search campaigns using advanced SEO techniques and Google AdWords (PPC). * Creating copy for press releases, blogs, newsletters and website content. * Running advertising and print campaigns. * Line management of one direct report. * Budget management.   January 2008 – February 2010  Marketing Junior (PPC) | **seo2u**  In this role I worked with a wide portfolio of clients where I set up websites and managed accounts with the goal of increasing visitors, calls and return on investment using paid advertising. I also planned and executed landing pages for dedicated product ranges or services and optimised the user experience. | |
|  | **Skills** |  |
|  | |  |  | | --- | --- | | * Experience in setting up and optimizing PPC and Google AdWords campaigns * Google Adwords Certifications * Intermediate HTML and CSS * Excellent written and verbal communication skills as well as strong time management skills | * Good attention to detail with a high level of accuracy. * Highly creative with experience in identifying target audiences and devising digital campaigns * Highly capable of brainstorming and presenting new creative growth strategies | |  |  | | |
|  | **Hobbies and interests** |  |
|  | When I’m not at work, I love going to the gym and keeping fit. I enjoy running and I regularly take part in half marathons, sometimes raising money for charity.  I also love rowing and take part in local competitions several times each year. | |
|  | **References** |  |
|  | |  |  | | --- | --- | | Nelly Roberts, Manager  Blue Media SEO  123, High Street  Nottingham  NG1 234  nelly.roberts@bluemediaseo.com  0115 9123456 | George Lee, SEO Manager  Hodown Media  234, High Street,  Nottingham  NG1 456  george.lee@hodownmedia.com  0115 9234567 | | |
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