

### CONTACT

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### PERSONAL STATEMENT

First-Class Honours Digital Marketing graduate with practical experience across social media, SEO, paid advertising, CRM and website management. In my current role, I manage digital activity across Instagram, Facebook, LinkedIn, YouTube and TikTok, creating engaging content and supporting business growth through data-driven strategies.

With experience delivering paid and organic campaigns, I work across a variety of marketing activities, from graphic design and email marketing to website management and campaign optimisation. Working closely with internal and external stakeholders, I help deliver integrated campaigns that increase engagement and support wider business objectives.

I am a highly organised and proactive individual, having successfully balanced a full-time marketing role alongside completing my degree. This has strengthened my time management, adaptability and commitment to professional development. I am now seeking to further develop my expertise within a forward-thinking organisation where I can contribute creative, analytical and data-driven marketing solutions.

### EMPLOYMENT

#### Madeira UK

2025 - Present Marketing Executive

2022 - 2025 Level 6 Degree Digital Marketing Apprentice

2021 - 2022 Level 3 Digital Marketing Apprentice

Alongside working full-time and completing my degree, I have spent the last five years developing my professional skills and industry experience. Key achievements include:

#### Social media growth

- Led significant growth across core platforms including a 167% increase on Instagram and a 67% increase on Facebook.
- Successfully launched TikTok and LinkedIn channels, with a single TikTok video generating over 63,000 views and gaining 500+ new followers.

#### Stakeholder collaborations

- Regularly execute joint campaigns with industry partners to drive mutual brand endorsement online. Utilising digital resource downloads to drive web traffic, capture leads, and support audience segmentation for future targeting.

#### Graphic design

- Self taught the full Adobe Creative Suite (Photoshop, InDesign, Illustrator) to design large-scale exhibition banners, leaflets, and brand assets in-house.

#### Continuous professional development

- Consistently met all academic deadlines, with my highest mark at 92% in the Customer Relationship Management module.

## EDUCATION & QUALIFICATIONS

### Upstairs Downstairs

2018 - 2022     Delicatessen Sales Assistant

2017 - 2018     Waitress

Delivered high-quality customer service in a fast-paced retail/hospitality environment, managing cash handling, stock control, and client relations.

### British Heart Foundation Volunteer

2019             Retail Staff

Managed incoming stock donations, efficiently sorting, organising, and preparing apparel for the shop floor.

### Madeira UK

2019 - 2020     Marketing Assistant Internship

Gained foundational insight into commercial business operations and multi-departmental workflows to support my York College studies.

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### Leeds Trinity University

2022 - 2025     BA (Hons) Professional Practice in Digital Marketing  
First Class Honours

### Baltic Apprenticeships

2021 - 2022     Level 3 Digital Marketing  
Pass

### York College

2019 - 2021     BTEC Level 3 National Foundation Diploma in Business  
Distinction

## SOFTWARE SKILLS

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### Productivity

- Microsoft 365 (Word, Excel, Powerpoint , Teams, Outlook)

### Creative & Design

- Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- Canva Pro
- CapCut

### Content Management Systems & Web

- WordPress
- Tradino Online Manager

### Analytical Tools

- Google Analytics
- Google Ads
- Meta Business Suite
- Mailchimp
- AI tools (ChatGPT, Perplexity, Gemini, Grammarly)

**PERSONAL  
ACHIEVEMENTS**

**The Great North Run**

2025 Half marathon, raising over £1,300 for Cancer Research UK

**Customer Relationship Management University Module**

2024 Achieved 92% in a CRM module by conducting an audit of existing systems and developing recommendations for implementation and improvement.

**Duke of Edinburgh Bronze Award**

2019 Successfully completed a programme of volunteering, skill development, physical activity, and outdoor expedition.