

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 collaboration

- Develop and lead collaborative marketing strategies through partnerships with industry professionals to increase brand visibility, strengthen stakeholder relationships, and drive mutual endorsement online.
- A World Cup campaign, created in collaboration with embroidery digitiser David Sharp, earned recognition from Madeira HQ and was used for promotion across global marketing channels.

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%.

EDUCATION & QUALIFICATIONS

SOFTWARE SKILLS

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.

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

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.