

CONTACT 07984 123456 jamessmith@hotmail.com www.jamesrocks.com123, The Street
Happy Town Big City N1 234**SOCIAL** jamesmith jamessmithskype jamestwitter jamesys**KEY ACHIEVEMENT**

From 2013-2016, I worked with my key account Supercreams on a new series of marketing video 'Weather the Storm' for the launch of their new product, 'Super Hand Cream'. The video was viewed voluntarily by 3.5m people on Youtube and annual sales of the new product were on target for £1.2 million for 2016.

James Smith

CURRICULUM VITAE

PERSONAL STATEMENT

I am a competent marketing professional with a Postgraduate Diploma in Marketing from the CIM. I have marketing experience that covers all areas of the marketing mix including product, brand, merchandising, PR, print production, digital and online marketing, and sales promotions. Additionally, I have experience of managing external agencies. I am looking for a position at an innovative company with a good customer mix from start up to market leading brands.

WORK EXPERIENCE

Marketing Manager *2016-date*
ABC Supplies Ltd, Nottingham

As Marketing Manager for this East Midlands company, my responsibilities include:

- Managing all marketing for the company and activities within the marketing department.
- Developing the marketing strategy in line with company objectives.
- Creation and publication of all marketing material in line with marketing plans.

Marketing Assistant *2013-2016*
ZYX Supplies Ltd, Nottingham

As Marketing Assistant for this East Midlands company, my responsibilities included:

- Planning and implementing promotional campaigns.
- Managing and improving lead generation campaigns, measuring results.
- Preparing online and print marketing campaigns.

During 2014 and 2015 my campaigns generated an increase in leads of 13% and an increase in sales of approximately 3%, worth £259,000.

Marketing Junior *2009 - 2013*
123 Supplies Ltd, Nottingham

As Marketing Junior for this company, my responsibilities included:

- Creating a wide range of different marketing materials.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.

Key achievements include increasing one of my client's email open rates from 14% to 53% and increasing CTR from 11% to 63%.

SKILLS

- Use of Adobe Creative Cloud software including Photoshop, Dreamweaver, InDesign, Fireworks and more.
- Competent in setting up and analysing Google Adwords campaigns.
- Competent in analyzing and reporting on Google Analytics data.
- Accomplished copywriter with a portfolio that includes blog posts, landing pages, magazine articles, newspaper articles, adverts and more.

REFERENCES



George Jones
Managing Director
ABC Supplies Ltd
01939 123456
george@abcsupplies.com.



Sam Jones
Managing Director
ZYZ Supplies Ltd
01939 7891011
sam@zyzsupplies.com

“James is a competent marketer who has worked tirelessly on our account. His reports are thorough and give us everything we need to make strategic marketing decisions from the very top. I would not hesitate to recommend him.”

Jessie Allen, CEO
Super Duper Company Ltd

WORK EXPERIENCE (continued)

Marketing Intern 2008
WOW Supplies Ltd, Loughborough

As an unpaid intern, my responsibilities included:

- Attending pitch events with the Founder
- Identifying potential customers and targeting them
- Helping to write and implement digital marketing plans
- Developing template marketing documents

Marketing Intern 2007
DNA Supplies Ltd, Leicester

As an unpaid intern, I gained experience evaluating the effectiveness of all marketing activity across the Company.

EDUCATION

Postgraduate Diploma in Marketing 2016-2018
Chartered Institute of Marketing

BSc Business and Marketing (2:1) 2013-2016
Nottingham Trent University

BTEC Media and Marketing (Distinction) 2011-2013
Confetti, Nottingham

9 GCSEs Grade C and above 2009-2011
Redhill Academy, Nottingham

PROFESSIONAL MEMBERSHIPS

- Member of the Chartered Institute of Marketing
- Member of the Academy of Marketing
- Member of the Direct Marketing Association
- Member of the eMarketing Association
- Member of the Institute of Direct and Digital Marketing
- Member of the Institute of Practitioners in Advertising

HOBBIES & INTERESTS

- Walking
- Cycling
- Hiking
- Mountain biking
- Going to the gym
- Cooking
- Health and fitness
- Yoga