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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

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| **Address:** | 123 The Street, The Town, NG1 234 |
| **Tel:** | 01234 567890  |
| **Email:** | jamessmith@hotmail.com |
| **Twitter:** | @james\_smith |
| **LinkedIn:** | @jamessmith3 |
| **Instagram:** | @james123 |
| **Pinterest:** | @jamessmithmarketing |

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|  | **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
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|  | **Work history** |  |
|  | April 2015 – dateInfluencer 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 2015Digital 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.
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| **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 2012Marketing 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 2010Marketing 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** |  |
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| * 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
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|  | **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** |  |
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| Nelly Roberts, ManagerBlue Media SEO123, High StreetNottingham NG1 234nelly.roberts@bluemediaseo.com0115 9123456 | George Lee, SEO ManagerHodown Media234, High Street,Nottingham NG1 456george.lee@hodownmedia.com0115 9234567 |

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