

Marketing Office Volunteer, Vista

March 2022 – June 2022

- Revitalised social media content strategy, increasing follower growth by 18%.
- Designed promotional materials using Adobe Suite, reducing external design costs.
- Published engaging event posts that generated a 25% increase in website traffic.

Campaign Executive (Fixed Term Contract), Promotigo

January 2022 - March 2022

- Successfully launched three digital prize draw campaigns, increasing customer participation by 40%.
- Streamlined workflows, reducing campaign delivery times by 15%.

Marketing Office Volunteer, Vista (for roles and achievements, see above)

July 2021 - December 2021

YouTuber

Channel – [Hollywood Town - YouTube](#)

July 2020 – Present

- Grew subscriber base to over 1,000 through consistent, high-quality movie analysis content.
- Developed social media strategies, increasing Twitter followers to over 800.
- Achieved a 25% increase in video engagement through audience-tailored content.

Movie Blogger

Website – [Hollywood Town! - Movie Blog \(weebly.com\)](#)

March 2020 - June 2020

- Published 18 in-depth articles, attracting 500 unique readers in three months.
- Utilised SEO techniques to increase organic search traffic by 10%.

KEY SKILLS

- Proficient in Adobe Suite, particularly InDesign and Photoshop.
- Certified expertise in Google Analytics and SEO strategy execution.
- Experienced in PPC campaign management and optimisation.
- Strong written and verbal communication skills.
- Proven ability to deliver results-driven digital marketing campaigns.
- Knowledgeable in WordPress and email marketing software.
- Event management expertise, including conference organisation and photoshoot coordination.
- Highly creative with a data-driven approach to problem-solving.
- Strong multitasking ability and attention to detail.
- Skilled in Microsoft Office Suite, including Excel and PowerPoint.

OTHER EXPERIENCE AND INTERESTS

- 3 and a half years of sales industry experience.
- Voluntary positions at Oxfam, Cancer Research UK, and British Heart Foundation.
- Hobbies include reading novels, cinema, and technology.