

Alex Morgan

Senior Marketing Executive

Bristol, UK · 07700 900123 · alex.morgan@example.com · linkedin.example/alexmorgan

— PROFILE

Marketing executive with eight years' experience across email marketing, paid social and content, most recently leading email and paid social for an outdoor retailer. Rebuilt the product-launch emails and lifted open rates from 18% to 26% over three sends. Manages a paid social budget of about £6,500 a month and reviews cost per lead by channel every quarter. Moved 42,000 email contacts to a new email platform with no missed sends. Speaks conversational French and mentors two marketing assistants.

— KEY SKILLS

Email campaigns and testing · Paid social · Budget management · Cost per lead reporting · Copywriting · Web analytics · Spreadsheets · CRM software (basic) · Events and trade shows · Mentoring

— KEY ACHIEVEMENTS

- Open rates on launch emails up from 18% to 26% over three sends (2023).
- Cost per lead down from £14 to £11 across paid social over 2024.
- 42,000 contacts moved to a new email platform with no missed sends (2022).
- Shortlisted for the company Team of the Year award (2024).

— PROJECTS

- Set up a four-email welcome series for new subscribers (2023).
- Ran a customer survey with about 1,100 responses to plan the 2024 product-range emails.
- Wrote a short email style guide that the marketing team uses (2022).

— EXPERIENCE

Senior Marketing Executive

Mar 2023 to present

Harbourline Outdoor Ltd, Bristol

- Lead email marketing for product launches: rewrote subject lines and split the list by past purchases, lifting open rates from 18% to 26% over three sends.
- Manage the paid social budget of about £6,500 a month across three channels.
- Compare cost per lead by channel every quarter and move budget between channels in steps; cost per lead fell from £14 to £11 over 2024.
- Test two subject lines on every campaign email and share the results with the team each month.
- Mentor two marketing assistants, including weekly one-to-ones.
- Plan and staff the company stand at two outdoor trade shows a year (2023 and 2024).
- Write the monthly marketing report for the leadership team.

Marketing Executive

Jun 2021 to Feb 2023

Harbourline Outdoor Ltd, Bristol

- Moved 42,000 email contacts to a new email platform in 2022 with no missed sends.
- Planned and sent weekly newsletters to about 42,000 subscribers.
- Ran paid social ads with a budget of about £4,000 a month.
- Wrote blog posts and product pages, about eight a month.
- Worked with the sales team to set up a basic CRM record for each trade show lead.

Digital Marketing Assistant

Sep 2019 to May 2021

Fernleigh Home & Garden, Bath

- Built a monthly website traffic report in spreadsheets for the marketing team.
- Scheduled posts across three social media channels.
- Kept about 300 product listings on the website up to date.
- Replied to customer comments and messages on social media.
- Helped move the spring catalogue online during 2020.

Marketing Assistant

Jul 2018 to Aug 2019

Calder & Finch Events, Cardiff

- Wrote event listings and email invitations for about 20 events a year.
- Collected feedback forms after events and entered the results in spreadsheets.
- Booked suppliers and handled guest lists on event days.
- Updated the company website with photos and event news.

— EDUCATION

BA (Hons) Marketing, 2:1

2015 to 2018

Westbridge University

Dissertation: how small retailers use email newsletters.

A levels: Business (A), English Language (B), French (B)

2013 to 2015

Kingsmere College

— CERTIFICATES AND COURSES

- Professional Certificate in Digital Marketing, Northgate Institute of Marketing (2020)
- Email Marketing Essentials, online course (2022)
- Paid Social Advertising, online course (2023)

— TOOLS

Email marketing platforms, social media ad managers, web analytics, spreadsheets (pivot tables, lookups), CRM software (basic), website content management systems, basic image editing

— VOLUNTEERING

Volunteer social media coordinator

2020 to present

Avonbank Community Running Club

- Run the club's social media accounts and monthly newsletter.
- Grew the newsletter from about 150 to about 600 subscribers.

— LANGUAGES

English (native), French (conversational (B1)), Spanish (basic)

— INTERESTS

Running (two half marathons), hiking, photography

— ADDITIONAL INFORMATION

Full UK driving licence. References available on request.