

# CURRICULUM VITAE

**Name:** Alex Morgan

**Date of birth:** 12/04/1997

**Nationality:** British

**Marital status:** Single

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## **OBJECTIVE**

Hard working, motivated and passionate marketing person looking for a challenging role in a growing company where I can use my skills and develop my career further. I work well in a team and on my own.

## **EDUCATION**

Kingsmere College 2013 - 2015 – A levels: Business A, English Language B, French B

Westbridge University 2015 - 2018 – BA (Hons) Marketing (2:1). My dissertation was about how small retailers use email newsletters.

## **WORK EXPERIENCE**

Calder & Finch Events, Cardiff – Marketing Assistant (July 2018 - August 2019)

- wrote event listings and email invites for around 20 events per year
- collected feedback forms after events and put the results into spreadsheets
- \* booked suppliers, looked after guest lists on the day
- updated the website with photos and news about events

Fernleigh Home & Garden, Bath – Digital Marketing Assistant (Sept 2019 - May 2021)

- scheduled social media posts (3 channels)
- \* made a monthly report in spreadsheets on website traffic for the marketing team
- updated product listings on the website, about 300 products
- answered customer comments and messages on social media
- helped get the spring catalogue online in 2020

Harbourline Outdoor Ltd, Bristol – Marketing Executive (June 2021 - Feb 2023)

- in charge of weekly newsletter (about 42,000 subscribers)
- moved our 42,000 email contacts to a new email platform in 2022, we didn't miss any sends
- paid social ads, budget around £4,000 per month
- wrote blog posts and product pages (around 8 a month)
- worked with sales team to set up a basic CRM record for each lead from trade shows

Harbourline Outdoor Ltd, Bristol – Senior Marketing Executive (March 2023 - now)

- responsible for emails for product launches. I rewrote the subject lines and split the list by what people bought before and the open rate went from 18% to 26% over 3 sends
- responsible for paid social budget, now about £6,500 per month on 3 channels
- every quarter I compare cost per lead for each channel and move budget in steps. Cost per lead went from £14 to £11 during 2024
- A/B test 2 subject lines on every campaign email, share results with team monthly

- mentor 2 marketing assistants (weekly 1:1s)
- plan the stand for 2 outdoor trade shows a year (2023, 2024) and organise who works on it
- write monthly marketing report for leadership team
- shortlisted for Team of the Year award 2024 (company award)

## **PROJECTS**

- set up a welcome series of 4 emails for new subscribers (2023)
- ran a customer survey, about 1,100 responses, used to plan the emails for the 2024 product range
- wrote a short email style guide that the marketing team uses (2022)

## **CERTIFICATES**

Professional Certificate in Digital Marketing – Northgate Institute of Marketing, 2020

Email Marketing Essentials (online course) 2022

Paid Social Advertising (online course) 2023

## **SKILLS (my own rating out of 5)**

Email marketing 5/5, Paid social 4/5, Copywriting 4/5, Web analytics 3/5, Spreadsheets 4/5, Event planning 3/5, Video editing 2/5. Good communicator, team player, organised.

## **TOOLS / SOFTWARE**

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

## **LANGUAGES**

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

## **VOLUNTEERING**

Avonbank Community Running Club, 2020 - present. Volunteer social media coordinator – I run the club's social media and monthly newsletter, grew newsletter from about 150 to about 600 subscribers.

## **HOBBIES AND INTERESTS**

Running (done 2 half marathons), hiking, photography, going out with friends, watching films

## **OTHER**

Full UK driving licence. I am a hard worker and always give 100%.

References available on request.