

CHARLOTTE LYNN WALTON

7 Rosemere Drive, Backford

Chester, CH1 6PD

Mobile: 07484645979

clwalton.12@btinternet.com

www.charlottewalton.co.uk

I am a hardworking, polite and reliable Information Systems Management graduate (2:1 obtained) with an MA Business Consultancy in Content and Digital Marketing Strategies. With 3 years experience in Digital and Content Marketing, I have had the opportunity to work for both B2B and B2C businesses, allowing me to distinguish the difference between marketing approaches. I am seeking a job in marketing within a high-paced and innovative company.

I am quick to learn new skills, to adapt to new situations and able to work efficiently both independently and as a part of a team. I am creative, with a wide range of abilities, and confident in using a variety of software from Microsoft Office suite through to website development and graphic design tools. I have experience in using Adobe Creative Suite programmes including Photoshop, Illustrator and Premiere Pro.

RELEVANT EXPERIENCE

August 2016 - Present	LDF Group – Content Marketing Associate Dedicated in-house content marketer for the brand, developing a strategy to consistently deliver content across a broad spectrum of channels including; website, email, social, PPC, advertising and PR.
April 2016 – August 2016 (20 week Masters work placement)	LDF Group – Marketing Graduate <ul style="list-style-type: none">• Content marketing – Curating and creating content for distribution across all dedicated LDF digital channels.• PPC marketing – Creating and monitoring Google AdWord campaigns.• Social Media and digital marketing• Management of the Commonwealth Trade Initiative project - developing our presence on the platform, through content to promote brand awareness.
September 2015 – April 2016 (20 week Masters work placement + 1 month extended contract)	Blue Orchid/Cheshire and Warrington Growth Hub – Graduate Marketing Intern My main responsibilities included: <ul style="list-style-type: none">• Content marketing - updating the website on a daily basis with news, schemes and events.• Email marketing – production of a monthly newsletter for the Cheshire and Warrington Growth Hub.• I was heavily involved in the implementation of a new Customer Relationship Management system. I aided in collating client data and setting out a logical process through which the data should be input.
January 2015 – June 2015	NextGear Capital – Marketing Intern As a Marketing Intern I developed a number of different skills within the Marketing world. Some key projects I undertook included email marketing, overseeing social media strategy and content management - through updating new product pages, news articles and blog posts.
September 2014 – December 2014	Redrow Homes – Graduate Sales Trainee <ul style="list-style-type: none">• Customer facing role, dealing with customers in the sales office – taking potential buyers around showhomes, giving home demos.• Responsible with maintaining the showhome and sales office to a high standard as set by Redrow.

January 2014 – August 2014	Informatics Centre – Software Developer/Marketing & Events <ul style="list-style-type: none"> • Undertaking professional web development projects including website testing, migration from static HTML to Wordpress website. • Marketing duties; social media marketing, content marketing – writing blog posts and Search Engine Optimisation (SEO). • Design – using Adobe Creative Suite to create promotional materials including leaflets and brochures. • Digital photography opportunities.
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OTHER EMPLOYMENT

August 2013 – August 2014	Polo Ralph Lauren – Sales Assistant <ul style="list-style-type: none"> • Customer service role helping with customer queries in store and over the telephone. • Responsible with maintaining store standards.
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EDUCATION

2015 – 2016	University of Chester MA Business Consultancy in Content and Digital Strategies <ul style="list-style-type: none"> • Undertook two 20-week work placements, gaining valuable business experience and completing two business consultancy projects. I identified and implemented solutions on behalf of the company to tackle a critical business issue. • Developed an understanding of business theory through completing a number of academic papers.
2015	PRINCE2 Foundation Qualification
2011 – 2014	University of Chester Information Systems Management (Awarded 2:1) <ul style="list-style-type: none"> • Developed my skills in a number of areas; website development, mobile application development, video production and academic research. • Gained leadership skills during a number of team projects, and confidence from public speaking opportunities. • Dissertation - Promotional video for a local business. Experience of working on a client-based project from a brief, from initial design stages, right through to filming on location and post-production.
2012	ECDL Qualification
2004 – 2011	Whitby High School <ul style="list-style-type: none"> • A-Levels: Information Technology (B), Media Studies (B), English Literature (D), General Studies (B) • 12 GCSEs A-C including Maths (B), English (B), Science Double award (B) and IT (B)

OTHER SKILLS, ACHIEVEMENTS AND INTERESTS

Other interests of mine include; photography and video production, reading, writing and music as well outdoor activities including football, tennis, walking and cycling.

I am working towards my Young Leaders qualification with Girl Guiding. This opportunity has helped me to develop my leadership and organisation skills.

REFERENCES

References available upon request.