

 Norwich Norfolk

DOB: 03 November 1998

 Portfolio website:

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REFERENCES

Nikki Lee

Dissertation supervisor
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Dom Carver

Serene Agency Co-founder
hello@sereneagency.com

Other references available on request.

JAKE GROVES

DIGITAL MARKETING EXECUTIVE

PROFESSIONAL PROFILE

My interest for digital marketing initially started during my studies where I analysed how advertisements communicated certain messages effectively. After graduating in 2021, I began taking online courses, freelancing, and attending networking events. In my spare time, I have worked collaboratively with peers to develop small online brands / businesses which further expanded my interest, experience, and enthusiasm within the marketing sector.

KEY SKILLS

- Skilled in design software such as Figma, Adobe Xd, Photoshop, and Premiere Pro. These have been developed by extensive experience within personal, educational, and professional projects.
- Experience in independently managing design projects and marketing channels.
- Proficient in digital marketing tools including analytics, SEO platforms, email marketing software, and social media management tools.
- Excellent writing skills obtained through my University education and through copywriting for marketing purposes.
- Strong analytical and problem-solving skills, with experience in data analysis and performance reporting.
- Ability to work independently or as part of a team in a fast-paced environment.
- Confident and enthusiastic about the work I produce. I consider myself to be punctual, organised and reliable.

EDUCATION & QUALIFICATIONS

**NOTTINGHAM TRENT
UNIVERSITY**
2018 - June 2021

BA (Hons) Media and Film & TV FT
2nd Class Honours- 1st Division

**THORPE ST ANDREW
SCHOOL & SIXTH FORM**
2010 - June 2017

B - A Level History
C - A Level Media Studies
Distinction* - BTEC Business
C - Core Mathematics (enrichment)

GCSEs (June 2015) - 10 (A-C)

EXPERIENCE

ZEST CAR RENTAL

Nelson House, Church
Street, Dereham, Norfolk,
NR19 1DJ

Digital Marketing Executive

January 2023 - Present

Key responsibilities: Independently executing email marketing campaigns, managing social media accounts, creating website content and blog posts, working on design projects, and analysing digital performance metrics.

Digital Marketing Assistant

October 2021 - January 2023

Key responsibilities: Working in a small in-house team enabled me to become an experienced generalist in a range of digital marketing responsibilities. Zest further helped develop my skills by providing an online UX Design course.

SERENE AGENCY

4 Barton Way, Norwich
NR1 1DL

Digital Marketing Freelance

April 2021 - Present

Key responsibilities: Managing social pages, creating copy and graphics, developing marketing strategies, and optimizing content for SEO. I am also responsible for managing a Google Shopping ad campaign for a second-hand golf club business.

NOTTINGHAM FESTIVAL OF SCIENCE & CURIOSITY

Unit 5 Cobden Place,
Nottingham NG1 2ED

Social Media Manager (voluntary)

December 2019 - March 2020

Key responsibilities: Creating and scheduling social media content, managing the festival's Twitter account, and producing promotional videos before and during the festival.

TESCO

8 Compton Acres, West
Bridgford, Nottingham
NG2 7RS

Customer assistant

July 2018 - April 2020

Key responsibilities: Providing excellent customer service, operating the checkouts, restocking shelves, and managing inventory.

HUDSON AND FUGGLE

Studio 4 Jamaica Wharf,
London SE1 2YU

Work Experience in Graphic Designing (voluntary)

September 2016

Key responsibilities: Assisting staff in the office with everyday administration tasks such as helping the company with their social media presence and drafting sketches.