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DANIEL POSTLETHWAITE

MARKETING EXECUTIVE

91 BOLD ST, FLEETWOOD, LANCASHIRE, FY7 6HL.

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+447805888456
DANPOS2506@GMAIL.COM
FULL UK DRIVING LICENCE & CAR

PERSONAL PROFILE

I am a marketing executive with experience in both digital and traditional media seeking the next step in my career. I have prior experience in industries such as manufacturaing, motoring, hospitality, travel and publishing. My techincal skills include copywriting, design, social media content creation, use of CMS systems and e-mail marketing software. I am educated to Masters level having just finished my MA in Publishing which included a range of modules suchs as marketing and graphic design.

SKILLS



EDUCATION

MA PUBLISHING - MERIT
UNIVERSITY OF CENTRAL
LANCASHIRE 2016-2017

BA (HONS) SCREENWRITING
& CREATIVE WRITING - 2:1
UNIVERSITY OF CENTRAL
LANCASHIRE 2009-2013

REFERENCES

HOLLY HARRISON
DIRECTOR - CAMP MARIAH
HHARRISON@FRESHAIR.ORG

VICKY HOPE
MARKETING MANAGER - NST
VHOPE@NSTGROUP.CO.UK

WEB PRESENCE



EXPERIENCE

SOCIAL MEDIA EXECUTIVE - WIRE EVENTS & MEDIA LTD

OCTOBER 2017 - CURRENT

As a Social Media Executive for Wire Events I am responsible for daily posts to Facebook, Instagram & Twitter for 16 clients in varying industries. The posts include custom content creation using Adobe Photoshop from simple tasks, such as placing a clients logo on a photograph, to more graphically creative posts.

PHOTOGRAPHY TEACHER - FRESH AIR FUND (CAMP MARIAH)

JUNE 2017 - AUGUST 2017

The Fresh Air Fund is a charity based in New York providing summer camp experiences to unprivileged children living in the city. My role at Camp Mariah was to teach two sessions of campers the art of photography over the course of eleven lessons and then to present a final project to the rest of the camp. When not working in the role of a teacher I was a general counsellor and was responsible for the wellbeing of the campers who I lived with in a cabin. This job taught me lots of transferable skills such as public speaking, management of a team (as I had two teaching assistants), presenting skills and how to cope under stress.

MARKETING EXECUTIVE - NST GROUP

JUNE 2016 - FEBRUARY 2017

I worked for NST, a school travel company, as a Marketing Executive. My role saw me create copy for both web and print such as blog posts and brochure copy, manage the companies two Twitter accounts, liaise with internal and external departments such as the printers (for brochures and magazines) and our in-house graphic designer.

I was also responsible for creating email newsletters based upon briefs from my manager, promoting our own products as well as collaborating with companies such as Disney, Warner Bros. & Virgin/Delta for a variety of joint promotions. I would in turn brief the graphic designer on any artwork I needed or create my own where possible.

I had to run reports using Twitter analytics and Google Analytics and then present these at the monthly marketing meeting, suggesting changes to the marketing plan going forward.

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EXPERIENCE

MARKETING ASSISTANT - SUGARVINE

JULY 2015 - JUNE 2016

At Sugarvine I was responsible for the daily management of 10+ clients creating 3 posts a day to each Twitter account and 1 a day to their Facebook pages. I also provided customer service management responding to requests on social media on behalf of the restaurant including enquiries and complaints. For certain clients I also updated the copy on the website with things such as menu changes, opening hour amendments and blog posts. The majority of my clients were signed up to the email marketing package which saw me creating monthly newsletters to send out to their databases with the latest news, offers and blog posts. I was also responsible for CMS training of clients if they had a website built. All sites built by Sugarvine were created using Wordpress so I would go to clients and show them the backend of their sites and explain how to do content changes and how to use the eCommerce functionality of their websites.

ACCIDENT ADVISOR - QUINDELL

JANUARY 2015 - JULY 2015

Quindell was a motor accident credit hire provider. My role was to provide clients with credit hire vehicles following accidents, liaising with various people inside and outside the organization and objection handling clients to make sure clients used our services etc. This role saw me using my interpersonal skills on a daily basis as I spoke to a wide variety of clients, the majority of which were stranded on the roadside following a car crash so it was imperative I kept calm as most of the time they were angry and upset following their accident.

MARKETING ASSISTANT - PRINTED CUP COMPANY

SEPTEMBER 2014 - JANUARY 2015

Whilst working for the Printed Cup Company as a Marketing Assistant I performed a wide variety of marketing both digitally and traditionally. As this was my first Marketing Role I was sent on training with a successful marketing agency based in Lancaster (Fat Media) as well as on a day-course at Blackburn College. My day to day tasks involved managing the company's social media accounts, adword accounts, creating newsletters, booking exhibitions including stall, equipment and van hire as well as booking hotels. I would also organise with external companies to place advertisements both in print and online.

COPYWRITER & PHOTOGRAPHER - TRAIL'S END CAMP

JUNE 2010 - AUGUST 2010

I spent summer 2010 in the United States of America, working as a member of the Web Staff and as a Digital Photographer. My duties included going out around the camp and getting four hundred plus pictures a day of the campers at their various activities. I would write articles of any events going on around camp and then post these to the camps website for the parents to see. On top of this I made and received phone calls and replied to emails from parents of the campers which I did in a prompt and polite manner. This job required me to be readily available for last minute changes within the program. Whether this was a camp event that was scheduled last minute and we had to fit this in or work around it. I would also look after the campers with two other co-counsellors and follow them to each activity putting their safety as my top priority.

My time in America made me a more outgoing and sociable person and improved my team work skills greatly, as to give the campers the best summer possible working as a team was a necessity. For example, to avoid internal conflicts within the team so the campers would not pick up on this, communication between colleagues was essential so the counsellors were not undermining each other's work.