

Georgia Went

Digital Marketing Executive



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Summary

An ambitious, diligent individual with a keen interest in Websites, Design and Branding. Having a background full of diversity has made adapting to new situations a familiarity. With this, I have become a fast learner and someone who approaches situations with an open mind. Having worked in a range of environments involving communication with peers, as well as customers, team and individual work have both become attributes to job roles depending on the given task.

Key Skills

- Web design and management, experienced in using the Mono web builder and the Divi theme in WordPress.
- Competent in using various social media platforms (such as Facebook, Instagram, Twitter and LinkedIn) due to daily usage, as well as creating internal and external marketing and advertising campaigns.
- Basic graphic design skills using Adobe Photoshop and Canva.
- Strong organisational skills, developed through the operational side of my role as an apprentice.
- Clear communication skills, gained from previous customer service roles and liaising with clients.
- Reading, writing and speaking fluently in Turkish, as a result of studying in Turkey for 8 years.

Qualifications

Level 3 Digital Marketing Apprenticeship Standard, October 2021

- Level 3 Certificate in the Principles of Online and Offline Marketing
- Level 3 Award in the Principles of Coding

Training and Certificates Earned Through Independent Learning

- Code First Girls Introduction to Web Development
- Marketing Institute's Online Marketing Certification
- Google Digital Garage Online Marketing Fundamentals Certification
- Big Creative Education Social Media & Marketing Certification
- FutureLearn Digital Skills: Digital Marketing

Stoke-on-Trent Sixth Form College, June 2016

- A Level in Turkish - Grade A
- Level 2 BTEC in Business Studies - Distinction Merit

Career History

Reach Plc | 2021 - Present

DIGITAL MARKETING EXECUTIVE - WEBSITES

Working within the Web Design and Social Advertising departments of the Digital Marketing Services team, developing the design, build and maintenance of customer websites using the Mono web builder, as well as assisting with social media advertising account management. My day-to-day duties include:

- Designing and building landing pages for a variety of small businesses, including creating templates that have become products for the company.
- Maintaining customer websites and making updates for them when requested.
- Transforming out-of-date websites by giving them a design refresh, as well as looking to improve the UI for visitors where possible.
- Ensuring our websites are accessible and optimised for all devices.
- Assisting clients with technical queries such as domain transfers and setting up mailboxes.
- Creating Facebook advertising campaigns through Marin and Ads Manager.
- Using Photoshop to design graphics for Facebook ads.

Noord Ltd | 2019 - 2021

MARKETING & EVENTS ADMIN ASSISTANT

During my Digital Marketing apprenticeship with Noord, I worked within the Marketing and Operations departments. My day-to-day duties included:

- Managing the company social media accounts; planning content and creating schedules.
- Designing and creating on-brand graphics for various Marketing collateral.
- Assisting with the creation and execution of email marketing campaigns.
- Managing the company website using WordPress, including designing web pages on Divi theme.
- Seeking out Media Partners and liaising with them to arrange a contra agreement in which each party helps each other gain exposure to their shared target audience.
- Speaker, delegate, client and venue communications, as well as other events admin duties.
- Assisting Head of Operations and Head of Production with event organisation and running of virtual and live events, in the UK and abroad.
- Temporarily managing the Operations and Marketing departments simultaneously.

Hobbies & Interests

Through my passion for travel and learning about different cultures, I have gained invaluable life experience and the ability to maintain an open perspective on the world and the people around me.

References

References available upon request.

