

ALEXANDRA STURGESS

MULTI DISCIPLINE MARKETER

GREATER MANCHESTER | 07854 816 017 | A.STURGESS@LIVE.CO.UK

GRAPHIC DESIGN & EMARKETING SPECIALIST

CROWN OIL LTD | JUL 2017 - PRESENT

MARKETING MANAGER

EXCHANGE UTILITY | JAN 2016 - JUL 2017

- Overseeing and managing all brand communications
 - Website management
 - Online marketing and strategy
 - Graphic design
- Organising events and networking opportunities
- External and internal communication for the company
 - Social media management
 - Email marketing
- Increasing web traffic and conversions

MARKETING MANAGER

INTOUCH NETWORKS | AUG 2015 - JAN 2016

- Responsible for generating leads through digital marketing
 - Controlling marketing spend for the company
 - Overseeing all marketing materials
 - Increasing web traffic and conversions
 - Ensuring brand guidelines are consistent
 - Digital marketing campaigns and analysis
 - Social Media Team Management
 - Image creation and design work

SOCIAL MEDIA EXECUTIVE

ONLINE VENTURES GROUP | SEPT 2014 - AUG 2015

- Solely responsible for client's social media accounts
- Implementing campaigns across all social media platforms
 - List building and content distribution
- Reports/analysis of social media statistics and ROI
 - Image creation and design work

LINKEDIN PROFILE



ABOUT ME

Working across multiple disciplines as a marketing manager with a background in communicative graphic design.

A well rounded content marketer with strong experience of both online and offline campaign management.

SOFTWARE

ADOBE PHOTOSHOP
MICROSOFT OFFICE
SUITE
ADOBE INDESIGN
ADOBE ILLUSTRATOR

PLATFORMS

MAILCHIMP
SPROUT SOCIAL
HOOTSUITE
SEMRUSH
GOOGLE ANALYTICS
WORDPRESS
SALESFORCE

DESIGN & MARKETING EXECUTIVE

CARROT PHARMA RECRUITMENT | OCT 2011 - SEPT 2014

- Creating and distributing the company e-newsletters & maintaining/updating mailing lists and CMS
 - Creating animations for marketing and promotion (After Effects)
- Designing web banners, print adverts, event invites and promotional materials
 - Generating traffic to the website
 - The development and execution of digital marketing campaigns
- Responsible for website, blogs and newsletters and social media channels
- Creating, implementing and delivering web content and online marketing campaigns
 - Managing Social Media management systems
- Monthly analysis of campaigns, click throughs, open rates and social reach
- Responsible for all design work for both internal and external communications

QUALIFICATIONS

LEEDS UNIVERSITY

GRAPHIC AND COMMUNICATION DESIGN BA HONS (IND)
2:1

BURY COLLEGE

MEDIA STUDIES A LEVEL | A
ENGLISH LANGUAGE A LEVEL | A
GRAPHIC DESIGN A LEVEL | A
HISTORY AS LEVEL | B

WARDLE HIGH SCHOOL

HISTORY, ENGLISH LANGUAGE, MEDIA STUDIES | A*
ART & DESIGN, RELIGIOUS STUDIES, SOCIOLOGY | A
ENGLISH LITERATURE | B
MATHS, SCIENCE DOUBLE AWARD | C

**"ALEXANDRA IS A CREATIVE AND DYNAMIC
MARKETER."**

CATHERINE HOLMES | HR MANAGER, IN TOUCH NETWORKS

**"ALEXANDRA IS A SERIOUS DIGITAL
PROFESSIONAL."**

JAMES WELCH | CMO, ONLINE VENTURES GROUP

**"ALEXANDRA IS SO ADAPTABLE. FROM
ARTWORKING, TO COPY, TO CONCEPT WORK,
ALWAYS WITH A SMILE AND A GREAT
ENTHUSIASM"**

RUSS SEALEY | CREATIVE DIRECTOR, PARA DESIGN

SKILLS

EMAIL MARKETING
GRAPHIC DESIGN
ANALYSIS
SOCIAL MEDIA
MULTI CHANNEL
CAMPAIGNS
INNOVATION
COPYWRITING
PRINT
WORKING TO DEADLINE
CONTENT PLANNING
ADVERTISING
ORGANISATION
PAY PER CLICK
CREATIVE THINKING
PROBLEM SOLVING

INTERESTS

READING
BURNLEY FC
OUTDOORS
DINING OUT
TRAVEL
FOODIE
HIKING

