



## DESIGN & MARKETING EXECUTIVE

CARROT PHARMA RECRUITMENT | OCT 2011 - SEPT 2014

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- 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

## SKILLS

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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

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READING  
BURNLEY FC  
OUTDOORS  
DINING OUT  
TRAVEL  
FOODIE  
HIKING

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**“ALEXANDRA IS A CREATIVE AND DYNAMIC MARKETER.”**

CATHERINE HOLMES | HR MANAGER, IN TOUCH NETWORKS

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**“ALEXANDRA IS A SERIOUS DIGITAL PROFESSIONAL.”**

JAMES WELCH | CMO, ONLINE VENTURES GROUP

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**“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

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