

Maxine Curry

Digital Marketing

AREAS OF EXPERTISE

Digital strategies
Social media
Online content
Digital communication
Project management
Relationship management

PROFESSIONAL

French speaker
First Aider

PERSONAL SKILLS

Passionate
Forward thinking
Focused
Hard working

CONTACT

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Driving license: Yes
Nationality: British

PERSONAL SUMMARY

Maxine is an innovator, trendsetter and progressive thinker who can successfully develop and evolve a company's digital activity across all existing online platforms. She has extensive knowledge of Social Media landscapes, networks, toolsets and furthermore is committed to staying current with all social media developments and best practices. On a personal level she is a real team player who will proactively help colleagues to solve problems when they arise. In addition to this she possesses an array of valuable soft skills, has a passionate interest in technology and comes to you with a superb academic record.

WORK EXPERIENCE

Company name – Location

DIGITAL MARKETING SPECIALIST Jun 2013 – Present
Responsible for the effective day to day running of all of the company's social media channels.

Duties:

- Using social media to enhance the profile and reach of the company.
- Building upon current client strategies within the digital arena to meet and exceed objectives.
- Providing campaign performance reporting and analysis to senior managers and clients.
- Monitoring competitor social media activity, websites and email newsletters.
- Targeting customers through the use of social media.
- Supporting all aspects of the planning and management of digital marketing campaigns through a range of online channels.
- Working with suppliers for paid media services.
- Identifying client objectives and then coming up with ways to achieve them.

Company name - Location JOB TITLE Dates (i.e. Aug 2011 – Jun 2013)

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KEY SKILLS AND COMPETENCIES

- Able to work as part of a team that pushes towards a common goal
- Delivering clear and accurate marketing information in the most effective way.
- Using appropriate language in all situations.
- Leads discussions and influencing others.
- Creative and be able to think outside of the box.
- Ability to multi-task priorities and handle different projects efficiently.

ACADEMIC QUALIFICATIONS

Nuneaton University 2008 - 2011
BSc (Hons) Sales Management

Coventry Central College 2005 - 2008
A levels:
Maths (A) English (B) Technology (B) Science (C)

REFERENCES – Available on request.



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