

Contact

Leeds
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Skills

- Paid search and paid social
- SEO and content
- Email marketing and testing
- Campaign reporting

Tools

- Google Ads and Meta Ads Manager
- Google Analytics 4
- Klaviyo
- Shopify

Profile

Digital marketing executive with four years in an online retailer's in-house team, running search, paid social and email for a home and garden range. Plans campaigns from brief to report, writes clear copy and makes decisions from data. Manages a £15,000 monthly paid media budget. Looking for a marketing executive or campaign manager role.

Experience

Digital Marketing Executive

Greenstead Home & Garden, Leeds · 2023–present

- Run paid search and paid social campaigns with a £15,000 monthly budget, cutting cost per sale by 22% in a year.
- Rewrote 120 product category pages with the SEO agency; organic traffic to them rose by a third.
- Plan and send weekly emails to 60,000 subscribers, testing subject lines and send times.
- Report weekly results to the ecommerce manager and agree next steps.

Marketing Assistant

Greenstead Home & Garden, Leeds · 2022–2023

- Scheduled social posts, briefed product photography and kept the brand guidelines up to date.

Education

BA (Hons) Marketing, 2:1

Leeds Beckfield University · 2019–2022

Google Ads search certification

2024