

# Dexter Saunders

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Bristol, United Kingdom

## EDUCATION

### Bachelor of Science in Marketing (GPA 3.43)

Bristol University

2018 - 2021

Gained essential marketing skills including but not limited to digital marketing, data analytics, strategic planning, and consumer behaviour. Applied strong communication and strategic-thinking skills to lead class discussions, leveraging knowledge in advertising, communications, consumer behaviour, public relations, and strategy.

- **Relevant courses:** Markets and Marketing, Communication, Issues in Consumer Marketing and Innovation, Project Management, Digital Marketing, Brands and Cultural Strategy, Consumption and Consumer Behavior.
- **Thesis:** Green brand positioning as a strategy to drive Green Marketing (Grade A).
- **Student Society:** Elected PR board member for Bristol Entrepreneurs.

## ADDITIONAL EXPERIENCE

### Digital Marketing Assistant (apprenticeship)

Atlas Copco, Kingston

2020 - 2021

Assisted Campaign Manager to create and carry out effective strategies while helping clients find innovative ways to market their business. Supported production, planning, and implementation of end-to-end marketing campaigns. Liaised with a broad network of internal and external stakeholders to ensure delivery of assets and coordination of paid media with agencies and peers.

- Designed and implemented content marketing campaigns to drive demand and awareness to stand out from the competitors.
- Improved marketing systems such as CRM and marketing automation systems including Salesforce, Eloqua and Workfront.
- Ensured customer advocacy by performing market analysis and research on the latest trends to safeguard high levels of client satisfaction.

### Cocktail Bartender (part-time)

Cosy Club, Bristol

2020 - 2022

- Elected to manage all social media accounts and grew Instagram following by 5K in three months.
- Developed a strategic content marketing plan across different social media platforms.

## SUMMARY

Attentive and organised graduate with a specialisation in digital marketing and brand management. Adaptive and data-driven individual with a strong track record in advertising, business organisation, market growth and market research. Striving to improve business marketing strategies by providing solutions through a creative yet pragmatic approach. Looking for an entry-level position or internship as a junior marketer in a world-leading corporate with a fast-paced and enterprising working environment.

## SKILLS

Multimedia design

Business organisation

Independent research

Strong writing skills

Data analysis

## CERTIFICATIONS

Google Analytics IQ Certificate

Storytelling in Branding and Content Marketing, Coursera

Digital Marketing, Imperial College Business School, London.