

Dexter Saunders

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Bristol, United Kingdom

Education

Bachelor of Science in Marketing

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 (9)
- **Student Society:** Elected PR board member for Bristol Entrepreneurs.

Work experience

Digital Marketing Apprentice

Atlas Copco, Bristol

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.

Part-time Cocktail Bartender

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.

Personal profile

Data-driven graduate with a degree in Marketing (BSs), specialising in social media marketing and brand management. Strong communication skills with a strong foundation in advertising, business organisation, and market research. Eager to leverage problem-solving and content management skills to improve business marketing strategies by providing solutions through a creative yet pragmatic approach.

Skills

Multimedia Design

Business Organisation

Independent Research

Writing

Data Analysis

Social Media Marketing

Brand Management

Courses and certifications

Google Analytics 4

Google Skillshop

Storytelling in Branding & Marketing

Coursera

Digital
Marketing

Imperial College Business
School