







DEXTER SAUNDERS

Personal details

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Dexter Saunders
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Skills

- Multimedia design
- Business organisation
- Independent research
- Strong writing skills
- Data analysis

Certificates

- Google Analytics IQ certification
- Coursera - Storytelling in Branding and Content Marketing

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.

Education

BSc Marketing (GPA 3.43) 2018 - 2021
Bristol University

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).
- **Course certificate:** Digital Marketing, Imperial College Business School in London.
- **Student Society:** Elected PR board member for Bristol Entrepreneurs.

Additional experience

Digital marketing apprenticeship Dec 2020 - Jan 2021
Atlas Copco, Kingston

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) 2020 - 2022
Cosy Club, Bristol

- 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.