

ALEX SIMPSON

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PROFILE

- Strategic-thinking marketing professional with 3 years' industry experience
- Passionate about branding, with expertise in research, analysis and naming
- Demonstrable experience of using the full marketing mix to run campaigns
- Strong client facing skills, developed through a variety of work experience
- Bilingual with fluency in English and French

EDUCATION

MSc Management (Marketing and Brand Management), 2017 – date

Brunel University London

- Modules include: Strategic Corporate Brand Management and Consulting, International Marketing and Strategic Management

BSc Marketing (2:1), 2011 – 2014

Brunel University London

- Modules include: Marketing Communications, e-Marketing, International Marketing and Marketing Strategy
- Dissertation Project: How do firms use corporate social responsibility to build brand equity? The case of Starbucks.

Iver Heath Grammar School, 2004 – 2011

- 3 A-levels: Business Studies (B), Psychology (B), Maths (B)
- 12 GCSEs (A* – B grades) including Maths (A*) and English (A*)

MARKETING EXPERIENCE

Marketing Assistant, Genie Marketing, Sept 2014 – Sept 2017

- Effectively managed multiple tasks and projects simultaneously, efficiently supporting five teams within this specialist marketing consultancy
- Accurately conducted research and data analysis to inform new brand identity projects
- Led team of four in creating and implementing promotional campaigns to launch new products, which involved the use of social media including Twitter and Facebook
- Prepared presentation materials for major new business pitches
- Project managed a branding and social media campaign for a charity, achieving exceptional results including a new corporate identity and brand guidelines, and an increase in awareness of the organisation
- Contributed to several projects across the marketing mix for international clients as well as SME's. Worked with corporate and consumer brands across FMCG, Banking, Retail and Energy sectors.

Marketing Intern, The Agency, May 2013 – Jul 2013

- Successfully secured a summer work placement through proactively contacting 40 marketing agencies. Gained valuable insight into role of a marketing executive.
- Assisted account managers with key campaigns and liaised with clients on a daily basis
- Accurately completed various administration duties in a timely manner
- Created engaging content for both online and offline publications
- Attended client meetings and contributed to brainstorming sessions

WORK EXPERIENCE (Part-time)

Marks and Spencer, London

Customer Service Assistant, Aug 2009 – August 2013

- Provided exceptional customer service, working on the customer service helpline
- Ensured customer queries were promptly resolved, and maintained records using a bespoke CRM system and Excel
- Worked on the launch of a number of internal training programmes and helped train new employees on telephone procedures
- Supported the team manager with staff rotas and covered in his absence

Administrative Assistant, Jun – Oct 2013

- Effectively performed a general administration role within the customer service department, including responding to email and postal correspondence, liaising with internal and external stakeholders

Waiter, Italiano's Restaurant, Nov 2012 – May 2013

- Delivered a high level of service to customers within this busy family run restaurant
- Trained new staff and contributed to the high morale of the team
- Ensured customers were dealt with in a tactful and diplomatic manner
- Awarded certificates in health and safety, hygiene procedures and customer service
- Assisted with stock take on a regular basis

ADDITIONAL INFORMATION

- IT Skills: Fully conversant with Microsoft Office (Word, Excel, Access, PowerPoint), Outlook, SPSS and content management systems. Competent user of social media such as Facebook, LinkedIn and Twitter
- Languages: Fluent English and French, Intermediate Spanish
- Professional Memberships: Affiliate Member of the Chartered Institute of Marketing
- Full, clean UK driving licence

INTERESTS AND ACTIVITIES

- As Treasurer of the university Marketing Society, helped to maintain the running and development of the society and raised membership by 50% through an effective online marketing campaign using Twitter, Periscope and Facebook
- As Head Boy for my school I successfully secured funding for additional study skills resources and sessions, including web-based learning and student apps
- Won several medals for competing in events such as the London Youth Games for rowing, canoeing and bat polo, as well as competing in the London Schools athletics competition.