

CHARLOTTE WALTERS

CHARLOTTEW0115@GMAIL.COM

07476 079904

WWW.CHARLOTTEWALTERS.CO.UK

I'm passionate to continue my career working within the Digital Marketing or Digital Media sector. I'm highly ambitious to continue learning, and I'm looking forward to a new challenge.

WORK HISTORY

Marketing Manager - Ducklings Limited

- Supported development and implementation of a cohesive marketing strategy identifying a new online presence, specifically a brand new website, a new 'activities' site, and the introduction of a blog, increasing opportunities for Ducklings to drive traffic to their website, increase SEO, and find new customers.
- Developed and implemented brand standards and tone of voice, to match the nature of the business, childcare.
- Monitored the campaign success, adapting strategy as needed to ensure business benefits and reached their target goal; To increase visitors to their site. The website had a 1071% increase in unique visitors, a 952% increase in total site sessions, and a 200% increase in active leads compared to the previous weeks. To maintain growth and to maximise outreach constant updates, promotional materials, and online communications on all platforms continued.

Talent Digital Marketing Leadership Programme - BuzzStart Digital

- A work experience programme focused on digital marketing, innovation, and leadership. Topics included: Digital transformation, agile digital leadership, customer-centricity, digital strategy and delivery, digital sales funnels, digital channels, digital sales, data analytics, SEO, and content marketing.

Freelance Digital Marketer - www.charlottewalters.co.uk

- I volunteer my time to help small and/or family-run businesses to improve their online presences for free. I aid businesses to improve and increase their social media accounts to increase their points of consumer contact, increase SEO Search engine optimisation to increase traffic, leads, and sales for businesses, as well as content creation and redesigns.

CERTIFICATIONS

- Google Digital Garage - The fundamentals of Digital Marketing
- The Duke of York Inspiring Digital Enterprise Bronze Award
- Level One and Level Two NHS Skills Microsoft Office Essentials: Word, PowerPoint, Excel, Outlook
- Google Analytics Academy Beginners
- PLEDGE (Professional leadership experience development graduate employability) Bronze and Silver Award winner from the University of Manchester
- HubSpot Academy Inbound Marketing
- BuzzStart Talent Programme Pass Certified

ACADEMIC PROFILE

The Open University

Business Management with Marketing - 2019 to 2022

Coursework in: Business and management, design thinking creativity for the 21st century, understanding customers, shaping business opportunities, marketing in action, leadership in a changing world, and strategic management. On track for a high 2:1

SKILLS AND ABILITIES

- Content Production using applications Canva and Wix
- Internet and e-mail marketing
- Marketing campaign management
- Strong communication and interpersonal skills
- Team player
- Adaptable
- Motivated and dedicated