

## Employment history

**Trouva, Digital Marketing Analyst** Aug 2019 - Present

- Managed £200k budget, optimised spend across Facebook, Google Adwords & Pinterest to reduce CPC by 20%
- Collaborated with the sales and design team to change the layout and messaging of campaign landing pages, leading to conversion increasing by 10%
- Built customer personas, formed after doing 50 detailed calls with our customers
- Set up reporting in Google Analytics to provide weekly KPIs to the Head of Marketing
- Worked with an animator to produce a COVID-19 related ad, successfully launched in 3 countries within 2 days
- Created audiences in Facebook's Ad Platform and monitored performance to tweak characteristics (e.g. age) that led to an increase of click-throughs by 8%

**Education First, Marketing Intern** Jul 2018 - Aug 2018

- Published weekly educational articles relevant to common customers issues, which increased social engagement rate (unique visitors per month) by 24%
- Built a proposal of changes to be made for SEO. Researched keywords on SEMrush and proposed a strategy to target long-tail terms
- Identified websites to provide backlinks and secured 10 links with leading news providers

**Link Ethiopia, Teaching Volunteer** Aug 2017 - Sep 2017

- Taught English at an Ethiopian secondary school with up to 50 local students aged 11-16
- Introduced a summer reading group for 20 young women on behalf of Link Ethiopia

**Tesco, Supermarket Assistant (Part-time)** Jan 2014 - Jun 2016

- Worked 10 hours a week alongside studies on the delicatessen counter
  - Dealt with complaints and issues swiftly and aimed for a high level of customer service
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## Education

**Sheffield University, Undergraduate Degree** Sep 2016 - Jun 2019

Business Management and Modern Languages, 2.1

- President of Sheffield Marketing Society and led a committee of 7. Organised regular workshops for 50 people on topics like SEO and Mixpanel analytics
  - Represented Sheffield in marathon running, came 10th in National Championships
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## Projects

**Sheffield Athletics Ball** Sep 2017 - Feb 2018

Organised the marketing & sponsorship for the annual Athletics Ball, attended by 1,500. Designed posters & flyers in Adobe InDesign. Secured £30,000 of sponsorship to cover costs, with remainder donated to Mind

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## Additional information

**Languages spoken:** French, German

**Interests:** Marathon runner and hiker. Have travelled extensively across Africa. Scuba Diver (PADI Level 1)