

DANIELLE LEA

MARKETING EXECUTIVE

CONTACT ME AT

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PROFESSIONAL SKILLS

Account management
Project management
Social media
Copywriting
Proofreading and editing
Data analysis





PERSONAL SKILLS

Creative
Motivated
Eye for detail
Reliable and professional
Highly organised
Time management

LANGUAGES

- English
- Spanish

HOBBIES & INTERESTS

-  Blogging and design
-  Social media and photography
-  Travel
-  Sustainability

PERSONAL PROFILE

Marketing professional, passionate about engaging audiences through thought-provoking marketing campaigns. Demonstrated track record of developing and executing international marketing campaigns from end-to-end. Exceptional project manager well versed in prioritising a varied workload, all while maintaining excellent brand representation.

WORK EXPERIENCE

Online Assistant

Sainsbury's | April 2020 - present

- Fulfil customers' online orders promptly and to a high-quality standard, ensuring great attention to detail is always applied

B2B Marketing Executive

G Adventures | June 2019 - August 2020

- Deliver award-worthy marketing services that drive measurable results
- Responsible for supporting and executing the B2B marketing strategy in the UK & Ireland markets
- Key account management, including the creation and implementation of B2B marketing calendars and campaigns
- Manage all regional aspects of B2B communication strategy, across a variety of media, including email and social media
- Report on campaign performance and agent promos and trends

Trade Marketing Executive

Fred. Olsen Cruise Lines | February 2017 - June 2019

- Support and assist with integrated marketing campaigns across various channels, including email and website
- Develop and deliver relevant, creative copy
- Collaborate with design studio to ensure delivery of high standard marketing materials
- Organise and project manage trade and consumer events

EDUCATION

Hubspot Academy

Social Media Marketing Certification | 2020

The Open University

Fundamentals of Digital Marketing | 2020

Copleston High School

10 A-C GCSEs including Maths and English | 2001 - 2006