

## SUMMARY

A flexible, motivated individual currently working in marketing and design. Passionate about designing content and learning new skills to aid career progression. Experience marketing and designing for multiple recruitment brands, helping them to grow through both social media and other channels. Enjoys collecting data and reporting on how to improve marketing strategies. Well organised with the determination to ensure all tasks are completed in full and to the highest standards. Bringing a creative mindset when working both individually and part of a team. Competent working under pressure and adhering to deadlines.

## SKILLS & ACHIEVEMENTS

- Completed Intermediate courses in InDesign and Photoshop through Media Training Ltd, increasing my confidence and skillset in the programmes.
- Adobe Photoshop, Illustrator & InDesign
- Basic Adobe After Effects, and Premiere Pro
- Adobe Express
- Photography
- Basic HTML
- Email Marketing
- Google Analytics & Data Collation
- Scheduling platforms
- Microsoft Office Software
- Full UK Driving Licence & Car

## INTERESTS

- Digital Art/Design
- Photography
- Social Media & Content creation
- Theatre shows
- Gaming
- Scrapbooking
- Reading
- Computers/Technology
- Astronomy/Star gazing

## CONTACT

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# BETH ADAMS

## EMPLOYMENT

### Commercial Services Group

#### Marketing & Design Assistant | March 2024 - Present

- Similar responsibilities to previous role.
- Responsible for checking social media platforms each day to answer any messages or comments from followers.
- Scheduling social media posts across multiple brands.
- Liaising with clients on campaign ideas then feeding back to the team.
- Doing monthly reports and audits of job sites, socials and the websites.
- Being involved in monthly social media audit meetings, coming up with ideas on how to boost following, engagement and conversion rates.

#### Junior Creative Designer | August 2022 - March 2024

- Designed both generic and bespoke creative campaigns for multiple brands.
- Responsible for designing social media posts for a brand reward scheme, as well as working with the team on implementing the monthly competitions.
- Designed monthly "Awareness Day" posts along with creating simple animated posts for Team/Colleague anniversaries.
- Created fillable compliance forms, upgrading them from word documents to professional PDF forms.

#### Social Media Coordinator | June 2021 - August 2022

- In charge of the company social media - created Instagram, Facebook and Twitter accounts.
- Grew LinkedIn following from 800 to nearly 2000 organically in just over a year.
- Created content in line with the company values and tone of voice.
- Used InDesign and MailChimp to aid in making internal communications more engaging and effective.

## Dunelm

#### Sales Assistant/Tills Key Colleague | September 2019 - June 2021

- Normal till duties.
- Assisting customers whilst delivering quality customer service.
- Ensuring tills were kept tidy and organised.
- As part of this role, I also volunteered to run the store Facebook page, ensuring that customers were kept engaged and felt part of the Dunelm family.

## EDUCATION

#### JUNE 2021 - OCTOBER 2022

Level 3 Digital Marketing Standard, Estio Training  
Grade: Pass

#### MAY - JUNE 2019

A-level, Maidstone Grammar School for Girls  
Grades: DD

#### MAY 2016 - JUNE 2017

GCSE, Maidstone Grammar School for Girls  
Grades: A\*- C, including Maths & English