

# Richard Keeling

*richard.keeling@hotmail.co.uk – 079175 22211*

## Personal Statement

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I am a confident and enthusiastic individual who has worked hard to gain experience of the marketing and communications industry. I have experience of working within an in-house marketing department as well as a creative agency.

## Employment History

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### Content Marketer

eQuality Solutions, Newcastle

March 2020 – Present

#### **Responsibilities**

- Craft engaging content targeted to a niche audience.
- Nurture our social media and other online communities to convert target audience members into sales leads.
- Collaborate with the design team on creative projects.
- Analyse and report on information regarding products, services, customers, competitors and sector dynamics to maintain team knowledge in these areas.
- Proactively suggest new creative marketing ideas to support a consistently innovative marketing team output.
- Responsibility for managing innovative and engaging sector events.

### Digital Account Executive

Fabrick Marketing Agency, Maidstone

August 2019 – October 2019

Following redundancy, and my partner being offered a role in Newcastle, I secured a 3 month contract working within the social media team at my previous place of employment, Fabrick Marketing. Please see below for a full description of my role during this time, when I had the role originally between June 2015 and November 2017.

### Marketing and PR Executive

CT Travel Group, Tunbridge Wells

November 2017 – May 2019

#### **Responsibilities**

- Assisting the Marketing and PR Manager in managing 7 brands within CT Travel Group.
- Sourcing and writing material for various social media platforms, each with its own specific audience.

- Project managing and composing the content for e-Newsletters that were sent to existing and potential clients as well as external agents.
- Organising events such as external conferences and stands at exhibitions. This involved sourcing and writing collateral, such as branded stationary, roller banners and conference programmes.
- Updating the intranet as well as a number of websites using content management systems such as WordPress and Joomla.
- Securing press coverage. Examples of coverage I secured include The Sunday Times, The Mail On Sunday and Index Magazine.

## Digital Account Executive

Fabrick Marketing Agency, Maidstone

June 2015 – November 2017

### Responsibilities

- Creating and implementing social media strategies.
- Managing up to 10 accounts across a range of social media channels including Twitter, Facebook and LinkedIn.
- Generating engaging content for these channels to allow the social media strategy to work effectively.
- Creating, monitoring and reporting on social media paid campaigns.
- Attending client meetings where I presented monthly social media reports or suggested changes that could be made to the current strategy to make it more effective.

## Account Executive

Fabrick Marketing Agency, Maidstone

January 2014 – June 2015

### Responsibilities

- Supporting the Account Managers in the development and delivery of their clients marketing strategies.
- Working on email marketing campaigns using software such as Dotmailer, Campaignmaster, Campaign Monitor and Mailchimp.
- Writing and loading content onto websites via the Content Management System (CMS).
- Maintaining media schedules and press clippings folders for several clients.
- Writing press releases and issuing them to relevant publications to ensure maximum exposure as well as contacting publications and securing features to gain exposure for the client.

## Marketing Intern

CXK, Charity, Maidstone

January 2013 – December 2013

### Responsibilities

- Composing the fortnightly staff briefing. Constructing various news items from sometimes very limited outlines and publishing these directly onto the intranet.
- Managing the company social media, including starting a Facebook page to deliver CXK's message to the public.
- Compiling press releases for the organisation which were published on [www.kentonline.co.uk](http://www.kentonline.co.uk).

## Sales Assistant

Vodafone Store, Maidstone

January 2012 – December 2012

### Responsibilities

- Selling mobile phone contracts and providing customer service for existing customers.
- Creating and building on relationships that had been formed between the customer and Vodafone to ensure the Vodafone brand was maintained.

## Business Customer Service Agent

Vodafone Business Customer Services, Newark

September 2007 – January 2012

### Responsibilities

- Providing customer service over the phone and via email to business customers.

## Qualifications

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Qualification	Institution	Grade	Obtained
Diploma in Copywriting	Institute of Copywriting	Merit	2008
BA (Hons.) English with Drama	Loughborough University	2:1	2007
English, Drama, Psychology A-Levels	The Grove School	B, B, B	2004
10 GCSEs	The Grove School	A, A, A, A, A, A B, B, B, D	2002

## Interests

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- Music – I have played the trombone from the age of 11.
- Sports – I enjoy racquet sports including squash and badminton.
- Writing – Whilst living in Newark, Nottinghamshire I wrote for monthly local newspaper Living Local. This allowed me to increase the quality of my writing to that of copy of published quality.

## References

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Available upon request.