

CONNIE HOWARTH

Football Development Officer at Islington Borough Ladies Football Club

Jan-2024 - present

- Managing and driving increased football participation across the local community, particularly in under-privileged communities, and across all age-groups. Three-fold improvement in participation of football camps through ongoing mixed social media and out-of-home campaigns.
- Day-to-day management, recruitment, development and retention of coaching staff. Advertising, interviewing, appointing and onboarding of all new roles.
- All office admin for the club, including procurement, invoicing and treasury.

Work experience at New Commercial Arts

Sep-2023

- Developed a Christmas campaign at this large creative advertising agency for a high-street casual dining chain
- Created innovative insights to present research findings for a leading dementia charity which was used to increase regional awareness.

Digital Marketing Assistant at Still Listening Magazine

Sep-2022 - May-2023

- Branding and communication strategy for this quarterly print and on-line publication in the new music landscape, driving consistency and growth. Doubled sales through increased media engagement using CRM tools such as Squarespace, Mailchimp and Later.com
- Created copy for marketing campaigns across multiple social media and other digital channels.

Hobbies and Interests

- I am a keen musician and have performed and recorded in a number of bands, including an international tour. Provided music lessons (Drum, Guitar, Piano) to 4-12 year-olds
- I have played football from an early age, currently representing Camden Town WFC in the Greater London Womens Football League.
- I love to travel and have recently returned from Interrailing around eastern Europe
- [Art and Photography](#)

Contact

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Education

2020 - 2023

London South Bank University **Creative Advertising with Marketing, BA (Hons) - 2:1**

- Women's Football Sports Ambassador: Paid work to improve the engagement and quality of football sessions, and using Instagram and campus advertising, I built the team from scratch to compete with 14 players in Varsity 2022.

2018 - 2020

Farnborough Sixth Form College

- 3 'A' Levels - Art (B), English Literature (B), Psychology (C)
- Extended Project Qualification (EPQ) - The Environmental Impact of Fast Fashion (Distinction)