

Natassia Spence

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Career Overview

I have two years' experience working for a British Chamber of Commerce as a Marketing Assistant writing press releases, interviewing clients for case studies, social media marketing, email marketing and liaising with the events manager assisting heavily with the organization of business events.

Work Experience

Marketing Assistant- St Helens Chamber of Commerce- February 2017- January 2019

I worked as a Marketing Assistant at St Helens Chamber of Commerce; this role had a myriad of responsibilities, I have carried out a number of key tasks including:- Copywriting, Managing social media content via Hootsuite, creating and sending email marketing campaigns through Dotmailer, proofreading content, interviewing clients for case studies, writing articles for the quarterly magazine, creating web content, updating the website, managing website content, writing and sending press releases to press contacts, content and creation of the weekly newsletter and other related admin duties. I have worked on other key projects and overlooked the marketing of them.

Events Management Assistant

I equally had the mandate of assisting the Events Manager, my responsibilities included: -

Answering events queries, booking clients onto events, raising invoices, setting up appointments and meetings for business events and registration, organising events and promoting events, copywriting for the event seminar brochure, updating events to the website via the CRM system, content creation for event landing pages and email marketing campaigns.

In April 2017 and 2018, I played a crucial role in the organisation of the St Helens Business Fairs, booking exhibitors onto the event, laying out the floor plan and liaising with businesses on the day, resolving any concerns, and responding to any concerns that arose.

Having undergone training, attended seminars and workshops on Social Media, Google AdWords, Email Marketing, Blogging, and HTML. These not only enhanced my competence but equally enhanced my ability to adequately use HTML for the purposes of building websites. In tandem, increasing traffic to the main webpage.

British Hang Gliding and Paragliding Association Accuracy Panel (Volunteer) - October 2009- December 2018

Website Management/Content Writing

I began as a youth Liaison Officer; my responsibilities were: - Managing existing sponsors and sourcing out for new opportunities, acting as the liaison between business and our main sponsors, sending press releases to local and regional news outlets.

I built a new WordPress site which provided content on our services and upcoming events.

PR and Social Media Internship - Miss British Isles - October 2016- December 2016

In October I did an internship with The Miss British Isles team in Liverpool, this lasted for three months. The main duties included; updating social media sites, creating content for the press release, updating and creating new content for the website.

Admin Assistant: Monkgate Jobcentre Plus, April 2013- May 2014

During this tenure, my main responsibilities included; updating the job list in the local newspaper, updating job boards, filing and record keeping, analysis of customer interviews, proofreading, designing templates, and answering the telephone.

Education and Qualifications

Degree: Bachelor of Arts in Journalism and Media Studies 2013 - 2016

Bangor University (Wales UK)

Hobbies and interests

- Travelling
- Travel photography
- I have a keen interest in journalism and Media which has been developed through writing articles for a Paragliding magazine. I have good writing skills, an eye for detail and the ability to work to deadlines.

References

Dennis Kahuria

Finance Manager

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