



butleramy.e@gmail.com
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AMY BUTLER

CREATIVE MARKETER

Confident and highly competent creative marketer looking to build on skills and knowledge gained from B2B Marketing in the Construction and Data Industries. Highly organised, extremely ambitious and passionate about reading and writing.

SKILLS

Copy-writing
Content Creation
CMS
Digital Design
SEO
Social Media Management
Proofreading and Editing
Events Management
Adobe Creative Cloud [Photoshop/InDesign]
Microsoft Office [Word/Excel/Publisher]

EDUCATION

Cardiff University

MA IN ENGLISH LITERATURE, GRADUATED IN 2018

DISTINCTION

Cardiff University

BA IN JOURNALISM, MEDIA AND ENGLISH LITERATURE, GRADUATED IN 2017

FIRST CLASS (1:1) HONS

MARKETING EXPERIENCE

JB Associates Construction Consultancy

MEDIA AND MARKETING MANAGER, 2018 TO PRESENT

- Development of brand awareness and company reputation
- Campaign management, from planning to execution to analysis
- Control of Social Media accounts ensuring creative, branded story-telling across all streams (Facebook, Twitter, Instagram, LinkedIn)
- Content writing including blog posts, news articles and industry insight essays
- Proof-reading and editing of all online or offline copy
- Website upkeep and maintenance - experience with WordPress sites
- Digital design using Adobe Creative Cloud
- Liaising with PR agency to generate regular, positive media coverage
- Events management for stakeholder gatherings and industry networking sessions

Dimension Build

SOCIAL MEDIA COORDINATOR, 2018 TO PRESENT

- Creation, curation and management of content to cultivate brand's online presence
- Full ownership over Social Media strategy, including writing copy for Facebook, LinkedIn and website updates
- Regular meetings with clients to gather testimonials and case studies
- Progress reporting via Excel spreadsheets to analyse audience engagement for individual Social Media campaigns
- Experience with paid advertisement across numerous Social streams
- Control of Social Media giveaways to raise brand awareness

JB Services Group

COMPANY LAUNCH - 6 MONTHS FTC (2020)

- Key player in the new company launch and decision-maker in branding across online and offline streams
- Website design and launch through WordPress
- Communication with local press to support brand launch and ensure positive, accurate coverage of the company
- Digital design for online graphics, brochures and flyers
- Market research for product development
- Analysis of campaigns with regular feedback to managerial teams

OTHER EXPERIENCE/SKILLS

Bartending and Hospitality

THE PIG/LE PORTETTA

Working at first for The Pig in Brockenhurst, before then transferring to their Le Portetta site in Courchevel, I learned the importance of teamwork and became confident in fast-paced, customer-facing environments. I also developed expert communication skills and often had to converse with customers and colleagues in a mixture of French and English.

PR Internship

DIVERSE ABILITIES

During a summer break within my undergraduate degree, I took part in 6 weeks of work experience at a local charity and learned the basics of managing campaigns, writing and publishing Press Releases and using online marketing tools such as Hootsuite and MailChimp.