

**Jodie Cormack**  
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With a first class honours degree in Business and Marketing, I have nearly four years of experience as a marketing account executive in a range of industries and I am looking for my next opportunity. I have successfully executed a variety of digital and sponsorship marketing campaigns where I have shown my ability to manage multiple clients to ensure all projects are a success. Having planned, created and delivered integrated digital campaigns, activations and events, I have extensive knowledge of how to produce a campaign which builds brand awareness, increases engagement and drive high return on investment through various revenue streams.

### **Education**

BA (Hons) First Class Honours in Business and Marketing  
De Montfort University, Leicester 2013 – 2016

### **A Levels**

Health and Social Care (C), Law (D), Business (D)  
Greensward Academy Sixth Form 2011 – 2013

### **10 GCSEs**

A\* - C including English (C), Maths (B), Business Double (A/B), IT (Merit)  
Greensward Academy 2006 – 2011

### **Work Experience**

#### **Sierra Marketing and Sierra PropertyCom - Marketing Coordinator - November 2018 - Present**

Sierra Marketing is a boutique marketing communications agency that provides marketing, creative, and social solutions for a range of organisations.

- Developing and implementing marketing strategies
- Producing written content and reports
- Search Engine Marketing
- Search Engine Optimisation
- Pay Per Click Campaigns - Google
- Email Marketing
- Social Media Marketing
- Customer Relation Management

#### **Snack Media – Account Executive – December 2016 – May 2018**

Snack Media is a leading independent sports digital media company with over 20 million sports fans. As a digital media company, Snack Media specialises in multi-channel content creation, data-driven engagement strategies, and sponsorship activations which create an authentic connection between brands & fans.

- Communicating with clients
- Campaign execution for high profile companies such as Arsenal, West Ham United, Heineken and GAME
- Content Creation for blogs and articles using WordPress
- Social Media Management using Hootsuite and Scribble Live
- Graphic Design using Adobe

**Marketing Assistant (Internship), London M and E - June 2015 – December 2016**

London M and E is a mechanical engineering and electrical business which designs, refurbishes and markets high-end building developments. London M and E provided tailor-made solutions using specialist from several fields to execute multi-disciplinary projects.

- Developed web marketing campaigns
- Client Management
- Search Engine Optimisation
- Content Writing for websites and blogs
- Marketing Planning
- Marketing strategy execution
- Social Media Management
- Database management

**References on request**