

# Laura Hill

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## Profile

With over five years' experience in a marketing role, I have gained a wealth of knowledge, from initially working in a very small family run business, then going into a highly technical and scientific corporate company. Working in very contrasting environments has shown that I am comfortable adapting to my surroundings to put my skills to use and meet business objectives. I am also comfortable working independently, on my own initiative, as my previous marketing role was very remote. However, I am a keen team player and enjoy collaborating with others, as I was an assistant gymnastics coach for team acrobatic gymnastics for seven years.

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## Key Achievements

- Over five years experience in a marketing position
  - Psychology BSc (Hons) 2:1
  - International mental health volunteer in Sri Lanka as a psychology graduate
  - Qualified and experienced gymnastics coach
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## Employment History

Farm work	Berry Sweet Farm	April - July 2019
Marketing Support Specialist	Sartorius Stedim BioOutsource Ltd.	2017 - 2019
Sales & Marketing Consultant	RSVP Design Ltd.	2014 - 2017
Assistant Gymnastics Coach	Linwood Gymnastics	2007 - 2014
Gymnastics Volunteer	Commonwealth Games, Glasgow	2014
Psychology Graduate Volunteer	Sri Lanka Volunteers	2014
Warehouse Team Leader	NEXT plc.	2009 - 2014

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## Skills & Experience

- Managing and updating content of lead generation and e-commerce websites
- Website performance reporting and implementing changes to meet business goals
- Analysis & management of all website & social media Search Engine Optimisation strategy
- Working closely with internal departments & external agencies to execute all communications, including: technical website content, webinars, video creation, brochures and flyers, white papers, press releases, and conference materials
- Close collaboration with product managers to understand business and product needs to recommend the most effective & innovative communications strategy, plan, media channel(s) and tools to meet business objectives
- Content creation, scheduling, and management of social media channels

- Brand management within an acquisition company
- Creating & managing paid search ads & social media promoted posts
- Experience of website A/B testing
- Co-ordination & organisation of event & exhibition materials
- Planning & executing sales and marketing strategy with product managers
- Working remotely within a team - an effective team player while also working independently on my own initiative
- Training & supervising new team members
- Managing multiple projects at any one time
- Experience using: WordPress, Magento, Salesforce, Google Analytics, Google Search Console, Google Ads, Hootsuite, Excel, Word, PowerPoint, OneNote, SharePoint, and other Microsoft Office software.