

ANDREW JONES

DIGITAL MARKETER

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PROFILE

Hi, my name is Andrew Jones, I am a marketing professional based in Hampshire. After running my own digital marketing agency I gained agency level experience in implementing and monitoring marketing strategies for corporate clients including the University of Portsmouth, M&S and Cleanwater. I managed brands, websites, strategies as well as providing sales and marketing materials as part of a structured marketing plan. This year I have been asked to lecture on digital marketing and entrepreneurship at the University of Portsmouth.

SKILLS

CMS Website Management

Digital Project Management

Graphic Design

Marketing Strategy

Photoshop / Illustrator

InDesign

YouTube - Adwords

HTML / Email Marketing

Print Management

EMPLOYMENT

GenesisCare - Marketing Executive

June 2016- Current

Accomplishments

- HTML email marketing for 10 centres and head office campaigns.
- Cost savings from in-house graphic design of over £40,000.
- Adwords and tracking tools for campaigns, websites and projects.
- Digital project management of website developments including new websites and landing pages.

NightSearcher - Marketing Manager

Feb 2015 - June 2016

Accomplishments

- Developed the NightSearcher and Torchwarehouse brands to become more professional, through new designs, product photography, brochures, leaflets, marketing collateral, email and web content management.
- Created and delivered 50-60 packaging projects, within tight deadlines to provide a consistent brand image.
- Exhibition project management and design of printed display stands and promotional materials.
- Attended a training course on Google Adwords and YouTube adverts, to maximise product visibility.

Birdbox Digital Limited - Marketing Director

June 2012- January 2016

Accomplishments

- Line management of designers, developers and account managers as well as mentoring staff development.
- Digital and print graphic design of banners, stationery, leaflets, presentations and websites.
- Successive marketing campaigns for the University of Portsmouth including: responsive web design, branding and integration to events booking system and marketing collateral such as business cards and pull up banners.
- Budget control for the company, and clients including forecasting / project management costs.
- Logo design, branding, CMS installs, web and app development project management.

Christ Central Church - Marketing Manager

Previously- Jan - June 2011, October 2009 - June 2010

Accomplishments

- Marketing strategy and project management of new responsive website.
- Graphic design of over 30,000 printed leaflets with analysis of success rates.
- Google analytics of the website and administration of the user portal.
- Leadership of youth group managing volunteers and syllabus.
- Coding and designing the email marketing and delivering an increase of subscribers by 76%.
- Increased gift aid form completion from givers to gain more revenue through effective marketing campaigns.
- Organised photo and video shoots of events, then managed the web and social media distribution.

Consumables.com - Digital Marketing

June 2011 - June 2012

Accomplishments

- Email marketing management.
- Designed both print and website marketing.
- Trained staff on web programs.
- Marketing collateral, USB sticks, banners, product label designs.
- 500,000 products uploaded to e-commerce website, meaning it had more consumable products than Amazon.

Wiley Blackwell - Email Marketing

June 2010 - Jan 2011

Accomplishments

- Email marketing 'For Dummies' books.
- Managed online marketing for all architecture and fashion books.
- YouTube adverts for a Harry Potter book to coincide with film.
- Launched brand new Architectural Design e-commerce website, including editing all photos and product information.

COMMUNITY INVOLVEMENT

Each year I work with a new charity helping with graphic design, marketing strategy and web design. Last year I worked with Grove Conservation Group the project involved logo, branding and marketing strategy.

EDUCATION

2:1 University of Portsmouth - BA Hons Business and Marketing (2005-2009 including placement year).

KTP University of Chichester - Knowledge Transfer Partnership (2011-2012).

College and High School - Four A Levels - Nine GCSEs at (A* - C).

Qualified First Aider - 3 day full course.

RECREATIONAL ACTIVITIES

I recently completed a trip to the Isle of White as kayak support for charity swimmers. I enjoy running and am part of Emsworth Joggers running club.