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| Lachlan HarperMarketing Assistant |

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|  | profile |  |
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I am a Marketing Assistant with experience working in a target-driven environment. I have good knowledge of digital technologies including social media, live chat, SMS, email, search engine optimisation and CRM systems.

My roles have helped me to build excellent written, verbal communication and IT skills and the ability to prioritise workload and manage a number of tasks effectively. I have proven my ability to work well both independently and as part of a team. I am looking for a new challenge having relocated from Edinburgh to Aviemore.

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|  | WORK HISTORY |  |
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## Marketing Assistant

### University of Edinburgh

#### September 2019 – date

I work as part of the Marketing team and I have responsibility for supporting marketing activities to achieve the university’s strategic goals. My responsibilities include:

* Organising recruitment events.
* Implementing targeted campaigns using digital and traditional channels to meet student recruitment targets.
* Creating marketing content for a range of channels, including publications, articles and videos.

## Brands and Marketing Assistant

### Citizens’ Advice Bureau, Edinburgh

#### January 2019 – August 2019 (temporary, covering maternity leave)

This was a busy role where no two days were the same. I gained experience in marketing processes, social media management, content creation and brand development. The role involved a lot of writing for social media and creating digital content.

## Junior Marketing Assistant

### Concept Marketing, Edinburgh

#### June 2016 – December 2018

This role involved providing marketing support to clients across a range of industries including pharmaceuticals, construction services, professional services, and charities.

It involved working in a small agile team and supporting the Managing Director with the planning and implementation of client campaigns and projects.

My responsibilities included:

* Handling all inbound influencer and partnership inquiries.
* Analysing all influencers and partnerships needs and matching appropriate influencers.
* Mining our extensive list of influencers, partners to find the most suitable match for a brand.
* Presenting talent options to clients.
* Managing influencers on a day-to-day basis.
* Designing visual elements for digital platforms.
* Copywriting and proofreading marketing content.
* Creating and posting content for social media channels.

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|  | QUALIFICATIONS |  |
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## Level 3 Foundation Certificate in Professional Marketing

### CIM

#### December 2019

Completion of 3 modules including Marketing Principles, Communication in Practice and Digital Fundamentals.

## A Level Business (B), English (C) and Maths (C)

### Edinburgh College

#### June 2016

## 9 GCSEs including English (B) and Maths (B)

### The Royal High School

#### June 2014

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|  | SKILLS |  |
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| Social media management Familiar with managing business accounts on Twitter, Facebook, Instagram, TikTok and LinkedIn | Strong writing skillsCapable of writing effective and accurate marketing copy on-brand for print or digital, B2B and B2C. |
|  |  |
| Software skillsFamiliar with Hubspot, Google Analytics, SEM Rush, Wordpress, SendinBlue, Mailchimp and more. | GraphicsBasic use of Adobe Photoshop CC and Adobe Illustrator CC. Very competent with Canva. Understanding of image licensing & able to source appropriate image assets. |



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