



Charlie Collings

Assistant Digital Marketing

London, UK

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Languages

English

About

Proactive. Calm. Adaptable. Digital Marketing Assistant with student recruitment, events management, social media marketing and extensive customer service experience. With excellent literacy skills and understanding of the target audience. Has good knowledge of teamwork and leadership skills to enable efficient and proactive team discussions which incite action. Exemplary communication and relationship-building skills, along with positive energy, ensure the ability to network skilfully and build mutually beneficial relationships. Works well under pressure and prioritises organisation to achieve goals on time.

BRANDS WORKED WITH

Greene King

Marks and Spencers

Teamsport

University of Surrey

Experience

Digital Marketing Assistant

Teamsport | Sep 2022 - Now

- Supporting the digital team with all upcoming projects
- Heading up all student-based marketing
- Analysing and reporting useful analytics on a daily basis and implementing this in strategy
- Market research for new sites and putting together lists of influencers and press
- Liaising with clients, agencies and customers frequently both in meetings and at events
- Creating email and ad templates/campaigns and sending them out strategically
- Creating and publishing Facebook and Google ads
- Content migration from an old website to a new website
- Organising team calendar and making sure all tasks are completed on time



Hadrians Wall Challenge Leader

University of Surrey | Jun 2021 - Jan 2022

- Proactive recruitment of participants involving creating varied forms of advertising, attending society fairs and communicating with potential participants
- Fully accountable for social media presence
- Conducted market analysis and monitoring of online social media to strategize type of posts, timing of posts and target audience
- Full responsibility of organising and planning fundraising meetings and socials
- Liaised with Choose a Challenge team and Meningitis Research Foundation team to keep them updated on the Surrey team's status 05/2021-12/2021

Sales assistant and Barista

Marks and Spencers | May 2020 - Apr 2021

- Working with a busy team to provide an efficient café service
- Building a good relationship with regular customers
- Cooking food in the kitchen and corroborating timings so that everything is ready at the same time and to a good standard
- Upselling specific items to customers 05/2020 - 04/2021



Host and waitress

Greene King | Sep 2017 - Sep 2019

- Working during Covid and Eat Out to Help Out Scheme which involved many changes to the normal dining experience, e.g. wearing earpieces to communicate, welcoming guests at the front desk and escorting them to their seats, keeping to a strict cleaning schedule, explaining new rules to customers, working out seating plans for busy times
- Communicating with wary customers who were still nervous about

Covid and asking less wary customers to remain cautious with mask wearing etc.

Promoting Macmillan fundraising events 09/2017 - 09/2019 Various waitressing roles, Pizza Express/Heidi's Bakery/Watercress Tea Rooms

Worked alongside school and college

Provided excellent customer service

Dedicated myself to the best standards making drinks and deserts, cleaning the work and dining areas, checking and updating stock, using the till