



LEAH RICHARDSON

MARKETING GRADUATE

CONTACT



[Leah's LinkedIn Profile](#)



[Leah's Portfolio](#)

PERSONAL SKILLS

HIGHLY ADAPTABLE

New situations and environments

SOCIAL SKILLS

Networking and meeting new people

TEAM PLAYER

Collaborative and communicative

ORGANISED

Reliable and always on time

LEADERSHIP

Initiative and emotional intelligence

ADMINISTRATIVE DUTIES

Supportive and efficient

COMMERCIAL AWARENESS

Knowledge of industry trends

CONTENT MARKETING

Blogging and social media

RESILIENCE

Self awareness and perserverance

PROFILE

Leah is a bright, passionate and innovative graduate with a demonstrated history of working within publishing, customer service and administrative based roles.

With a proven ability in content marketing she has crafted, distributed and monitored SEO content in order to drive web traffic and attract more users to her blog, other areas of competency include social media marketing, events management, digital marketing and copywriting & proofreading. Leah is well-versed in adapting her approach to deal with challenging situations and relishes in fast-paced environments where she can meet new people.

Leah is currently seeking opportunities across the Marketing sector.

EDUCATION

2016-19: BA Business Management with Marketing The University of the West of England, Bristol

> Achieved First Class Honours Degree

Modules Studied:

- Enterprise Project
- Managing Organisational and Individual Change and Strategic Management
- Global Marketing
- Brand Management
- Events Management
- Economics and Understanding Business and Financial Information.

2014-16: A-Levels

New College, Swindon

- > A level Religion and Philosophy (A)
- > A level Business Studies (C)
- > A level Photography (C)
- > AS English Literature and Language (B)

KEY SKILLS



**SOCIAL
MEDIA**



**CONTENT
CREATION**



**CREATIVE
WRITING**



**EVENT
PLANNING**



**MARKET
RESEARCH**



**ADMIN
DUTIES**

TECHNICAL SKILLS



COMMUNITY INVOLVEMENT

2018: Content Co-ordinator Fly Me Stories

- > Managing their LinkedIn page developing the social enterprise's tone of voice through creative copywriting.
- > Increased Fly Me's follower rate on LinkedIn by 40% organically, increasing brand awareness.

2017-18: Events Volunteer Bristol Libraries

- > Managing the creative content (filming, editing and photographing) theatrical plays, book signings and other creative events at Bishopston Library.
- > Documenting audience feedback and ensuring KPIS were met.

2018: Advertiser Reporter Swindon Advertiser

- > Proof reading, copy writing and publishing new stories onto SA's homepage.
- > Gathering stories and presenting at the daily team meetings to the senior reporters and journalists.
- > Networking and building contacts across many areas in order to maintain a constant flow of news stories.

2018: Content Co-ordinator UWE

- > Delivering and distributing creative and digital content across all integrated marketing channels.
- > Starring in a [short film](#) for UWE

EXPERIENCE

2021-Present: Content Marketing Assistant Linguaphone Group

- > Conducting competitor analysis to form a strategy for the re-brand of Direct English Live.
- > Producing content for email campaigns through to execution.
- > Creating engaging web copy for the relaunch of the site.
- > Continually raise the bar on creativity, writing fresh copy for social media and the companies blog that connects with the desired audience and drives action.
- > Ensuring web content produced is SEO friendly.

2021-Present: Marketing Intern Semasio

- > Building relationships with new and existing event organisers to produce an events list for 2021, liaising with the Sales and Marketing team to discuss these ideas.
- > Researching marketing needs and regularly staying up to date with industry trends.
- > **Programs used:** Microsoft Excel, Sharepoint, Microsoft Word and Microsoft Powerpoint.

2019-21: Administrator (SCS Bereavement) Nationwide

- > Processing bereavement claims and performing ID checks for deceased members.
- > Daily outbound calls to members to inform them of any changes to their cases.
- > Exceeding daily targets and deadlines, ensuring accuracy is maintained throughout.
- > Managing a brand-new bereavement process for Identification checking (Jumio).

2019: Media Assistant Intern IOP Publishing

- > Performed a multi-channel social media review for a recruitment platform.
- > Identified the key magazine distribution targets for 2020 to support sales planning.
- > Planning, co-ordinating and liaising with marketing team to successfully plan a large off-site conference.

2018: Exhibitions Assistant IOP Publishing

- > Dealing with enquiries from IOP's exhibitors and visitors.
- > Establishing and maintaining strong relationships with IOP's international clients.
- > Proofreading scientific information and statistics before it was uploaded onto IOP's Publishing's website.
- > Conducting market research and liaising with different departments within the company.