

David Marshall

David Nicholas Marshall, D.O.B 12/11/81, 37 Vickers Way, Upper Cambourne, Cambridge, CB23 6EP. Mob No: 07825392318, Telephone: 01954 269832

Education

University of Derby

Sept 02 - June 07
Foundation Typography
BA Hons Graphic Design

Cambridge Regional College

Sept 01 - June 02
BTEC Achieved Foundation
Diploma Art and Design

Long Road Sixth Form College

Sept 98 - June 01
4 GCSE's Achieved
GNVQ Art & Design Advanced- Merit
A Level Design Technology- C

Cottenham Village College

Sept 93 - June 98
9 GCSE's Achieved

Other Qualifications

Duke of Edinburgh's Award Bronze, Youth Award scheme Bronze,
City and Guilds Experimental, Drawing and Mark Making,
St John's First Aid at Work & SAP Site Safety Passport

Relevant Skills

Excellent knowledge of operating systems and applications:

Adobe Creative Suite including:

Illustrator,
Photoshop,
Indesign,
Fireworks,
Flash,
Dreamweaver.
HTML & CSS.
Microsoft Office.
Iplotz.
Basecamp.
Magento.
Etrader.
DotNetNuke.
Wordpress.
Dotmailer.
Smart Traffic.
Sage Act.
Typo3.
MailChimp.

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E-Mail: D.Marshall01@hotmail.co.uk Website: www.davidmarshall.me.uk LinkedIn: www.linkedin.com/pub/david-marshall/18/ba6/b29

Work Experience

Welding Alloys Group Ltd March 14 - Present

Group Marketing Executive

At present I work for Welding Alloys Group over seeing all the 25 subsidiaries around the world, working on many different industry sectors for example the oil & gas, steel and coal industry. I am in charge of all aspects of design and creativity, working closely with many different departments across the organisation setting up lead generation campaigns and helping push new products and services. I also maintain the website adding new articles to updating product data for the different languages. I design, layout and build HTML newsletters, as well as assisting with international exhibitions and producing material including banners, brochures, leaflets and corporate gifts to aid the sales teams in meeting their targets.

Other aspects of my role include SEO, PPC and analysing data generated from our webstat tools. I also update our social media with up to date news articles and blogs, researching new methods of communication and competitor activities.

Avanquest Software Publishing Nov 13 – March 14 (6mth Temp)

Email Marketing Executive

In this role I worked at Avanquest software publishing, a leading world-wide developer & publisher selling software and products around the globe. In this temporary role I project managed all the email sending for the UK, Australia and selected International countries. My day to day activities involve planning and briefing in each email to head office in France. With each email I check stock levels using Sage and add new releases to the website, making sure they have download codes and enough rich content before send. I also designed and wrote each email including subject lines. After each send I report back on each email, checking click through rates and revenue logging this to help improve future email sends.

InterFocus PLC Nov 12 – Nov 13

Marketing Executive

During this time at InterFocus a leading manufacturer of laboratory and school furniture. I was working solely on my own managing all aspects of design and marketing, my day to day work involved maintaining the two websites and developing the brand. I analysed customer activity using Google analytics and A1 webstats to produce lead generation for the sales team. Since I began working for InterFocus I introduced an email marketing system setting this up from scratch, using dot mailer to send and track each email. A/B testing my designs to further improve click through rates.

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I also set up several social media sites to connect and network with potential customers and other businesses, which may of used our products. I also ran several campaigns designing and copywriting the content before arranging mailings to potential customers.each send I report back on each email, checking click through rates and revenue logging this to help improve future email sends. Another aspect of the role was organising exhibitions for the sales team to attend.

Sports Supplements May 12 - Nov 12

Digital Marketing Executive

At sports supplements i worked on their two websites bulkpowders.co.uk & cheapuksupplements.com. I created HTML newsletters, managed social media activities, created affiliate banners and tracked results using Google analytics. One of my other responsibilities is maintaining the current websites using the magento cms system, tracking site activity to improve revenue. I also helped set up a PPC campaign and restructure the present email marketing plan.

Play.com Feb 07 - May 12

Content Editor &
Web/Graphic Designer

At Play.com, one of the UK's largest e-commerce retailers, part of my job involved designing and developing HTML newsletters which were mailed to over 5.5 million people at any one time. I have 5 years experience in online retail. During my time at Play.com I have worked on several different aspects of the site, working within the online, onsite & CRM marketing departments gaining great understanding of these, the customer experience and reaching target audiences to maximize sales and revenue. I have worked on several major projects including the Play.com credit card. On this project I created a look and feel for the credit card literature as well as all html newsletter activity, this involved working with the Royal Bank of American to make sure all aspects of the promotion was compliant and inline with legislation.

Other campaigns I have worked on have involved working with brands like Sony, Warners, E.A & Paramount. Working with these brands I have had to either utilise an existing promotion that they have created to fit in with the Play.com brand, or create a new campaign which is then used across several different mediums, for example my music on the move piece involved communicating with internal stakeholders to pull in the correct products, but also external stakeholders like Sony and a separate printing company to get the campaign delivered on time.

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Personal Profile

Being an enthusiastic, hard working and conscientious person, I thrive on new challenges. During my time working in this field I have developed a good skill set and look to increase this knowledge on a daily basis focusing on the task in hand. I have a huge passion for all aspects of marketing & design and always incorporate everyday inspiration into my work. Working in a team further promotes my strengths, as I demonstrate strong personal and social skills, which I feel further enhances my ability to understand a client's needs and meet them.

References available on request.