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| EDWARD GOMEZMiddleton, Manchester · 07476244776**edwardgomez983@gmail.com** **·** [**LinkedIn**](https://www.linkedin.com/in/edward-gomez-046a0a145?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base_contact_details%3BZl0tEpy4QLmASNC2eXt96g%3D%3D) **·** [**Portfolio**](https://edwardgomezportfolio.com/) |
| Dynamic and results-driven Digital Marketer with hands-on experience in planning and executing marketing projects for multiple brands. Creating targeted email marketing campaigns to drive engagement and growth. Proven ability to develop and implement strategic marketing initiatives that align with business objectives and resonate with target audiences. Strong communicator and creative thinker, dedicated to leveraging digital marketing skills to achieve measurable success. |

# Experience

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| SePt 2024 – DEC 2024Digital Marketing Assistant, BBC Children in Need Responsible for the management of the charity's schools email marketing program, including drafting, reviewing and optimizing email content, as well as coordinating with various internal teams to ensure accuracy and consistency.* Responsible for the planning and delivery of targeted email campaigns
* Cultivating and maintaining partnerships with business stakeholders
* Automated workflows and crafting conversion-focused journeys
* Exhibited strong organisational skills by overseeing multiple projects and coordinating with various stakeholders simultaneously
* Tracking campaign performance, providing detailed reports to the fundraising team

 APR 2023 – sept 2024Marketing Executive, wellies.com & PJS LTDWellies.com is a retailer of wellington boots and PJS Ltd is a leading online retailer of outdoor tools and bladed articles. This role demands a practical understanding of ROI and proficiency with a variety of creative software such as Photoshop, Canva and InDesign.* Social media & affiliate network management
* Creating and updating website content to enhance organic SEO
* Producing effective email campaigns for multiple in-house brands
* Working with sales team to create promotional banners and product catalogues
* Developing, executing and analysing integrated marketing strategies to enhance brand awareness and drive sales growth
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| JUN 2022– APR 2023TEAM LEADER, iron mountainIron Mountain specializes in the secure storage and logistics of documents and data for high-profile organizations. During my time there, I successfully managed and led a large Quality Control team, with key responsibilities that included:* Team Leadership: Coaching and supervising team members to uphold high performance standards and consistently meet deadlines.
* Cross-Department Collaboration: Coordinating with other departments to streamline workflows and address operational challenges effectively.
* Reporting & Analysis: Utilizing Microsoft Office and Google Suite to compile detailed progress reports and deliver updates to senior management.
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# Education

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| 2019 - 2022BSc (Hons) Marketing, University of Salford* Deepened my understanding of marketing theory, actively applying these frameworks in real-world scenarios through module assessments.
* Excelled in key modules such as Marketing Management, Consumer Behaviour, Market Research, Social Media Marketing, and Integrated Marketing Communications.
* Demonstrated proficiency in developing and executing comprehensive marketing strategies.
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# Key Skills

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| * Email Marketing
* Proficiency using Adobe Software
* Copywriting
 | * Social Media Management
* Google Analytics
* Google Suite/Microsoft 365
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# Achievements

* Establishing a network of affiliates creating generated content
* Boosted email open rates by 50%
* Doubled email click-through rates.
* Developed email automations generating over £3,000 per month.