




Alice Frost

DIGITAL MARKETING

-  07788287546
-  alice.frost56@icloud.com
-  26 Church Green Road, Boston, Lincolnshire, PE210QY

EXPERIENCE

Beesons of Boston Ltd (06 2019 - 07 2021)

Marketing Assistant and Shadowing Buying Staff

- Undertaking competitor research to understand competitor's offerings.
- Creating and managing social media accounts to increase awareness and reach a wider market.
- Creating email campaigns to send out to potential customers.
- Reporting and updating the managing directors on the progress of marketing activities.
- Throughout this work experience I shadowed staff undertaking buying duties and company procedures. I was able to undertake buying duties; this included ordering windows and doors for customers.

EMPLOYMENT

The Hive, Skegness, Lincolnshire (06 2021 > Present)

Marketing and PR Executive

- Managing multiple social media accounts including: Facebook, Instagram, Youtube and TikTok.
- Creating engaging content to build brand awareness and exposure.
- Managerial role in the launch of a new venue.
- Writing engaging press releases and blog posts.
- Creating content for social media platforms via Canva/Photoshop.
- Building brand awareness via videos on TikTok and Instagram reels.
- Experience in PPC advertisement (Google shopping/remarketing ads.)
- Creating comprehensive KPI reports and pitching them to managers.
- Managing emails and social media messages.
- Creating exciting email campaigns to promote events.
- Inviting press/ influencers /celebrities to special events.

Oldrids and Downtown Group, Boston, Lincolnshire (10 2016 > 08 2018)

Sales Assistant

- Meeting and greeting customers, helping and advising them on different products and satisfying their needs.
- Operating and providing great service on the tills and the handling of money.
- Managing stock and putting new lines out on the shop floor to ensure maximum satisfaction for customers.
- Ensuring my knowledge is up to date on the latest products and fashion trends to help advise customers.

Beesons of Boston Ltd, Boston, Lincolnshire (07 2015 > 09 2016)

Administration

- Creation and distribution of leaflets to increase company awareness and in turn sales.
- Producing quotes and inputting data.
- Following up email correspondence.
- Answering the telephone to customers and dealing with orders and queries.

PROFILE

I am a hardworking and ambitious individual with a great passion for marketing. I have recently graduated from Nottingham Trent University with a 2.1 in Fashion Management.

I have already gained valuable experience within marketing and PR.

I am fully conversant in all social media platforms, which will enable me to flourish in the dynamic nature of marketing and sales. I have excellent communication skills, enabling me to effectively communicate with a range of people.

I hope to gain additional knowledge and experience to flourish and become a dynamic member of a marketing team.

SKILLS & INTERESTS

I passionately enjoy the world of fitness, wellness and beauty in which I am keen to keep up with the latest trends.

In my spare time, I enjoy ice skating, dogs walks and travelling.

EDUCATION

Nottingham Trent University (09 2018 > 06 2021)

BA Fashion Management - 2.1

Third Year: Fashion Management and Dissertation.

Second Year: Fashion Buying and Merchandising; Fashion Marketing and Communication; Product Technology; Research Project; Management and Employment.

First Year: Fashion and Textiles Product; Fashion Management and Marketing; Design and Visual Communication.

Giles Academy (09 2010 > 06 2017)

- A-Levels: Graphic Design (B)
- BTEC Level 3: Graphic Design (D*D*); Media Studies (Merit)
- GCSE's: 6 GCSE's including English
- Functional Skills Level 2: Maths

SKILLS & ATTRIBUTES

Communication

- Confidently able to communicate with different customers and clients both face to face and over the telephone throughout my experience at both Beesons of Boston and Oldrids.
- Gained experience in communicating with people at all levels of the organisation whilst working for The Hive (including meetings, via telephone, e-mail and social networks.)
- Developed articulate writing skills throughout my degree at Nottingham Trent University and developed those skills further writing press releases/ blog posts for The Hive.
- Gained valuable experience giving presentations during my first-year module, Fashion Management and Marketing as well as my job at The Hive when presenting marketing pitches to managers.

Teamwork / Leadership

- Learned to quickly adapt to different teams throughout my education and various work roles.
- Different work environments have given me insight into how teams develop strategies to work together and deal with problems that arise. Further improving my problem-solving skills.
- As an active listener I am able to work together with colleagues to pull together different ideas and create an excellent piece of work. Also, very motivated to work as an individual and able to achieve tasks to the highest standard.

Organisation and Time Management

- Learned the importance of prioritising work demands whilst studying at University. I am punctual and ensure that I am ready to meet deadlines in all working roles.
- Meeting critical deadlines for event launches and press releases.
- Scheduling a marketing calendar for five social media accounts.

Fully conversant in:

- Microsoft Office
- Excel
- In Design
- Adobe Photoshop
- Social Media platforms
- Canva

Full UK driving license.

KEY ACHIEVEMENTS

Duke of Edinburgh Award

I completed by Bronze Duke of Edinburgh Award. The experience taught me the value of teamwork, dedication and perseverance.

Lead Marketer

Being in charge of the marketing team for a new venue launch and day to day activities. This experience taught me the importance of organisation and teamwork. I also gained valuable marketing experience when promoting this new venture for The Hive.

REFERENCES

Beesons of Boston Ltd:

Nigel Blakey – Manager
6 Nelson Way, Boston,
Lincolnshire, PE21 8TS
01205 362104

nigel@beesonsofbostonltd.com

Nottingham Trent University:

Nicola Eilbeck – Tutor
50 Shakespeare Street,
Nottingham, NG1 4FQ
nicola.eilbeck@ntu.ac.uk