

# Ella Jones

19 Fern Road, Jesmond, Newcastle, NE2 1AA

[ellajones@gmail.com](mailto:ellajones@gmail.com) 012345 678910

Current Msc International Marketing student at Newcastle University, with a first-class BSc in Psychology. Experienced in managing social media channels for small and large businesses, looking for a graduate role in digital marketing.

## Education

### Sep 2024-Present MSc International Marketing, Newcastle University

**Relevant modules:** Consumer Behaviour, Digital Marketing, International Brand Management, Customer Relationship Management

- Completed a client-led marketing project, independently creating a marketing campaign for an SME. Initiated market research, understood consumer behaviour and trends, organised a photoshoot, edited the photos used. Received positive client and academic feedback.
- Led a team of 5 through a digital campaign on a website. Website traffic improved by 40% and conversion rates by 15%. Used digital tools and platforms to achieve marketing objectives.
- Explored marketing ethics and industrial marketing. Analysed ethical dilemmas and their impact on marketing decisions, and developed marketing plans for B2B contexts, showcasing the ability to navigate complex ethical issues and tailor strategies to different market segments.

### Sep 2021-Jun 2024 Psychology BSc (First Class), Newcastle University

**Relevant modules:** Research Methods and Statistics, Social Psychology, Cognitive Psychology

- Developed strong analytical skills, conducting and analysing over 20 research projects using SPSS, crucial for market analysis and consumer behaviour studies.
- Gained insights into consumer behaviour through Cognitive Psychology, exploring how perception, memory, and decision-making processes influence purchasing decisions, aiding in crafting targeted marketing strategies.

### Sep 2019- June 2021 Liverpool Central College, Liverpool

**A-Levels:** Psychology A\* Sociology A\* Biology B

### Sep 2014-Jun 2019 St Peters High School, Liverpool

**GCSES:** 9 GCSES 9-5, including Maths and English

## Relevant Experience

### Jan 2025-Present Social Media Student Ambassador, Newcastle University

- Monitored social media, listened and responded to enquiries via Facebook, Instagram, Twitter, Facebook Groups and The Student Room
- Contributed to content development and planning sessions, developed new and innovative ideas to engage students to promote different services

- Supported administrative tasks for the roll out of the social media employee advocacy programme, including updating creating and updating spreadsheets and answering emails
- Planned and developed different reels and TikTok's, including sourcing staff and students to answer questions about various topics including the library, open days, wellbeing, careers service
- Developed training guides for staff in the best use of social media

#### **Nov 2021 – Present**

#### **Marketing, Freelance, Liverpool**

- Promoted own business piano tutoring business, including creating flyers on Canva and posted them around local area
- Created social media profiles for own business creating promotional reels explaining offer
- Secured full capacity of clients within three months of starting due to successful promotion
- Created social media channel and marketing for local music school, creating marketing material in the form of reels, TikTok's and posts to promote the school
- Increased attendees to the music school by 25% in the first four months, including one TikTok that reached 15,000 accounts

#### **July 2020 – Present**

#### **Piano Tutor, Freelance, Liverpool**

- Managed own business, working both freelance and for a local piano school
- Communicated and taught effectively and patiently when tutoring, altering language used to suit different students and learning different ways to explain techniques
- Found fun and creative ways to teach difficult techniques to make the information as engaging as possible

### **Positions of Responsibility**

#### **Jun 2024 – Present**

#### **Social Secretary, Baking Society, Newcastle University**

- Boosted our Instagram channel from 180 to 420 followers by creating fun and informative reels, including using trending music
- Supported the organisation of fresher's week, including a trip to a cat café and pottery painting.
- Ensured posts were clear and easy to understand, especially when communicating information about the latest baking trip, including times and where to go

### **Achievements**

- Raised £700 through community bake sales for chosen charities, ensured social media posts were as engaging as possible, using trending music to reach a wide range of accounts
- NCL+ Award 2023

### **Additional skills**

- Ability to effectively use Canva, photoshop and Adobe+, Microsoft Office Suite, Teams and Zoom
- Full clean UK driving license