

Elizabeth HARMON

Website: <http://www.ElizabethHarmon.co.uk>
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I am a conscientious & high achieving individual, passionate about social media and online marketing. I am enthusiastic, highly motivated & determined to fulfil desired goals. I am also an excellent team member, with good communication skills, who can offer new ideas & perspectives.

EMPLOYMENT

Self Employed: Freelance Social Media Consultant **Nov 13 – Present**

- I am a freelance social media consultant, offering; social media advice, strategy planning, copywriting, account set-up, community management, reporting, training & more.

Immediate Future, Kingston: Junior Consultant **May 13 – Oct 13**

- Effectively managed accounts for B2C & B2B clients.
- Built strategies, content calendars & contests.
- Implemented & monitored paid advertising on Facebook & LinkedIn.
- Measured & reported on the impact of social media activities on brands.
- Researched new technologies & monitored industry changes.
- Communicated effectively with clients.

De Vere Hotels, Sunningdale: Online Marketing Executive **Nov 12 – May 13**

- Produced & reviewed monthly Google Analytics & Web Booking reports.
- Responsible for regular email communications to customers.
- Managed SEO & PPC campaigns with Search Agency.
- Developed De Vere Hotels & Resorts brand.
- Ran De Vere Hotels social media channels.
- Set clear social media standards for individual Hotels.
- Identified new social media and online marketing opportunities.
- Attended Hotel photo shoots & reviewed for website.

De Vere Group, Sunningdale: Social Media Executive **Aug 11 – Nov 12**

- Professionally managed social media presence on multiple accounts.
- Developed social media posting plans.
- Planned & executed engaging competitions in-line with Facebook guidelines.
- Produced monthly Social Media & Online Review reports.
- Carried out in-depth competitor research.
- Made updates to web pages using CMS.
- Planned, implemented, tested & deployed new email system.
- Trained 40+ properties on social media & email campaigns.
- Attended online marketing events & seminars.

UNIVERSITY WORK PLACEMENT YEAR

Xerox Ltd, Uxbridge: EBusiness Marketing Executive **July 09 – July 10**

- Key member of the European Social Media team.
- Developed social media strategy across sixteen countries.
- Responsible for running Xerox Europe's first Twitter account.
- Monitored & reported on social media, website traffic, campaigns, SEO & PPC.
- Involved in the design & branding decisions for new web pages and carried out A/B testing.
- Created monthly management newsletter & CRM report for the CEO of Xerox Europe.
- Trained colleagues from different business divisions, on new & existing software.
- Involved in the hiring process of my replacement student.
- Attended events, including Internet World & participated in a 10 day print tradeshow.

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EDUCATION

Bournemouth University 2007 – 2011

1st Class Sandwich Degree.
BSc (Hons) Multimedia Business & Entrepreneurship.

Dissertation – “An Investigation into the Key Business Implications for UK Small & Medium Enterprises, of Employees using Social Media whilst at Work”.

Other Qualifications

A Levels - ICT (B), Business Studies (B), Art (B).
11 GCSE's A* - C including English, Maths & an A in ICT.
Advanced European Computer Driving Licence.

SPECIALIST / TECHNICAL SKILLS

- Knowledgeable with a range of social media listening tools.
- Experienced in using various web analytics tools. Also used A/B testing and CMS software.
- Competent in packages & languages including, Dreamweaver, Photoshop & HTML.
- Proficient use of Internet, Email & Microsoft Office.

PERSONAL SKILLS

- Strong organisational skills & management of my own time.
- Motivated individual & creates enthusiasm for new ideas.
- Demonstrates the importance of exceeding expectations.
- Excellent presentation skills with fine attention to detail.
- Good listening & people skills.

HOBBIES / INTERESTS

I took part in the Young Enterprise scheme, which provided me with an invaluable insight into running a small business. At university, I volunteered for the Course Framework's Student Representative, where I presented views from students in front of a panel of university associates.

In my own time, I enjoy reading. I also write a technology & online marketing blog, which encourages me to research my interests further & keeps me informed of technological advances & news. I am also interested in photography & have attended a number of courses to develop my skills.

I enjoy a wide variety of physical activities. I am a keen skier & snowboarder. I have experienced many water sports, including scuba diving & parasailing. I run 2 – 3 times a week in my spare time and am training for the 2014 London Marathon.

I also enjoy travelling & toured the USA for a month during the summer, before returning for my final year at University.

RECOMMENDATIONS

For recommendations of my work, please visit my website: <http://www.ElizabethHarmon.co.uk>.