**Stephanie-Janine Allen**

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**Personal Profile**

**I’m a graduate of Nottingham Trent University where I studied BA (Hons) Multimedia-Moving Image**

**(Digital Media). I’m a** pro**fessional, hardworking, creative and goal orientated person who always meets deadlines. I can work within a competitive and demanding environment whilst maintaining a calm and approachable exterior.**

**Education**

**Social Media for Business Award SFEDI Accredited 31st January 2017 – 28th March 2017**

I was taught the importance of why a company should have a social media policy in place, how to create the right content, how to devise a social media strategy, creating a strong influence and how to attract the right target audiences by using specialist social media channels.

**BA (Hons) Multimedia- Moving Image (Digital Media) 5th October 2010- 9th July 2013 Nottingham Trent University**

**During my time on this course I worked on group projects to create a horror film, gangster thriller and music video, as well as developing my own promotional video for the Nottingham Trent’s Advanced Textile Research Group (ATRG). T**his gave me the opportunity to showcase my creative skills regarding designing promotional and engaging material.

**Foundation Degree Fashion Communications Course University of the Creative Arts Epsom 25th September 2008- 15th June 2009**

Foundation Degree One Year Fashion, Communication, History and Promotion

**BTEC National Certificate in Travel and Tourism 5th September 2006 – 20th May 2008 Leyton Sixth Form College Essex Road Leyton, London**

**AS-Level Sociology, NVQ Spanish, NVQ Leisure and Tourism**

**A-Level Graphic Design 20thSeptember 2007- 15th May 2008 Chestnut House Hoe Street Walthamstow, London**

**Distance Learning Peer Mentoring Certificate intimidate Level 1**

**GCSE and GNVQ 10th September 2001 – 7th June 2006 Kelmscott Secondary School Markhouse Road Walthamstow**

**GCSE Maths, English Literature, English Language and GNVQ Performing Arts ranging from A-C**

**Work History**

**Student Engagement Manager 7th January 2019 – Present Sodexo (Marketing and Communication)**

As an SEM my responsibilities include, designing all marketing collateral, developing both marketing and social media strategies, managing marketing campaigns, project managing new brand launches website management and creation, proof reading copy, conducting research into the latest trends, developing marketing plans for the year, supporting high profile events (royal visits), projecting managing both large and small events, holding training sessions, generating ideas to produce ROI, student recruitment, managing student competitions, managing the marketing budget, managing company social media accounts (Instagram, Facebook and Twitter) line managing the intern and producing monthly engagement reports.

**Marketing and Social Media Manager FTC 23rd July 2018 – 26th November 2018 (The Resilience Project & Boost Digital APP) Prospect Services**

Working within a brand new tech startup my duties included designing all marketing material, devise both a social media and marketing strategy, draft marketing plans for the Resilience Project, generate marketing campaign ideas, draft proposals, project manage photoshoots, co-ordinate event participation with the Head of Events, manage case studies, co-manage social media accounts (Facebook and Instagram), produce social media content layouts, design style guides, manage the rebranding of the resilience website and provide support to Head of Resilience.

**Client Account Manager 12th February 2018 – 25th May 2018 Hope Print Group (Sony Pictures Europe Home Entertainment)**

As a Client Account Manager my responsibilities included working with the studio designers to create POS units for Sony’s new releases including Netflix programmes, pitching new ideas to both the Customer Marketing Manager and Product Marketing Managers, design mood boards, work with the National Account Managers on an ongoing basis, maintaining relationships with external stakeholders such as Asda, Morrison’s, HMV Pure and Sainsbury’s, identify areas of improvement and work with merchandising agencies to roll out in store promotions in both England and Ireland.

**Marketing Executive Interim 9th October 2017 – 30th January 2018 Global University Systems**

As a Marketing Executive this required me to create and edit e-shots using Microsoft Expressions 4, identify leads using Facebook Business Manager, edit the microsite using Umbraco, assist with identifying the customer journey, work with the copy team to write emails, monitor campaign activity us Google Adwords, provide support to the Head of Marketing, help identify unique selling propositions, work with the oversees marketing team to create collateral, project manage webinars and work with the social media and sales to promote GUS events.

**Digital Marketing Executive FTC 24th April 2017 – 29th September 2017 Aqilla Cloud Accounting Solutions**

My position required me to proofread all marketing content, create and manage all email marketing campaigns using RSS (Really Simple Systems) design infographic pages, devise marketing strategies, source venues for events, manage all social media platforms using Hootsuite, manage Aqilla’s social media ad campaign, write industry updates on white papers, monitor site activity using analytics, maintain relationships with key stakeholders, identify potential sales leads and produce the in-house bi-monthly newsletter.

**Careers and Education Co-ordinator FTC (CareerScope Team) 25th January 2016 – 31st August 2016 Springboard Charity & Springboard UK**

Working as a Careers and Education Co-ordinator within the careers team I developed content for the CareerScope magazines and website, collate case studies, wrote and published blogs, took minutes, create briefs for all external events attended by the careers team, carry out industry related research, assist with filming duties, contribute to weekly staff meetings, write copy for the CareerScope site, transcribed videos, manage the CareerScope Instagram account and updated careers event calendars both Outlook and CareerScope website.

**Ecommerce & Trading Executive Temp (Direct Marketing Team) Diabetes UK**

**8th July 2015 – 4th September 2015**

As a temporary member of staff covering maternity leave my role required me to maintain an eye on social media accounts, create spreadsheets using Excel, arranging meetings via telephone and send emails on behalf of my manager, updating content for the charity’s shop website, raising requisitions and invoice using IPOS, reordering stock, resize images for website using Pixelr, buying new products and adding new products to the online shop ahead of the festive season.

**Junior Scientific PR Sprim Health Group 20th May 2014– 31st July 2014 (3 month Internship)**

During my time at Sprim Health Group I was required to create and manage media databases, liaise with potential clients, take part in conference calls, created PowerPoint Presentations, establish relationships with leading brands such as Boots and Selfridges, proofread press releases, draw up proposals, assist with marketing campaigns and assist with product launches.

Charity work

**Sodexo/Cabinet Office and Fareshare One Day Food Volunteer – June 2019**

During my one day volunteering with the Fareshare charity I accompanied the driver to make a number of food donations across various organisations in London. Sodexo employees were also joined by members of the cabinet office.

**Alzheimer’s Society Fundraiser – March 2019**

On the March 1st 2019 I took part in a "Ready Steady Glow" at night walk for the Alzheimer's Society. I excelled my target of £150.00 to £245.00 for this great cause.

References available on request