

STEPHANIE HALL



Unique, driven, creative individual, efficient, instinctive, passionate and intelligent.

Employment History Overview

Food and Drink Guides May 16- Present

Researching and Identifying and generating news & content and uploading content to the website and sharing and promoting via social media.

Scheduling social media posts and increasing relevant following (Twitter, Facebook, Instagram & LinkedIn) using social media management tools.
Managing the Email Marketing campaigns to both clients and candidates using mail chimp.

Creating engaging social media posts

Managing a marketing budget, and reporting functions for management information.

Updating the website via WordPress.

Creating branded literature

TMP Worldwide Oct 2015-May 16

Recruitment Co-Ordinator

Conducting testing, screening and preliminary interviewing of potential employees while acting as a liaison between the company and the candidate.

Booking and arranging assessment events at test sites across the UK.

Scheduling interviews and managing candidate pipeline effectively

FoodBev Media May 2014 -November 2014

Marketing Executive

Manage website content by:

Developing, maintaining and uploading content using WordPress

Ensuring content is appropriately categorised and tagged and site sections are appropriately cross-linked

Ensuring new content is uploaded on time and presented correctly

Attraction

Event Management

Social media engagement

Driving engagement and subscriptions

Monitoring subscription activity

SEO and PPC (Left to pursue self-employment option)

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AudioGo July 2010-May 2014

Publishing Marketing and Sales

Executive/ Assistant Marketing Manager

Manage production processes, ensuring project tasks are delivered to agreed specifications and deadlines, by:

Supervising external suppliers and all parties involved in production (e.g. authors, narrators, reviewers, approvers, designers and printers.

Commissioning work (from the above parties) to a clear, agreed brief and within timeframe and budget

Brief writing

Event Management

Creation of digital and physical AI's and POS materials

SEO and PPC

Sales

Archant Specialist August 2006 -June 2010

Publishing and Editorial Assistant

Content creation and planning

Editorial (copyediting and proofreading)

Editorial management/production (managing internal publishing processes, commissioning and managing external suppliers)

Demonstrable knowledge and understanding of publishing techniques

Management of external events

Management of external suppliers.

Event management

Subscription management

Key Skills

Business and commercial acumen
interpersonal skills

Creativity and imagination

EContent Management

Influencing and
negotiation skills

IT and design skills

Exceptional organisational ability

Passion for publishing, marketing and
technology

Google Adwords

Inquisitive, analytical and decisive

PPC

SEO

Copywriting

Creative use of PR

Campaign Management

Creation, monitoring and management
of projects.

Event Management

eCRM

Education

CIM Professional Certificate in Marketing
Merit

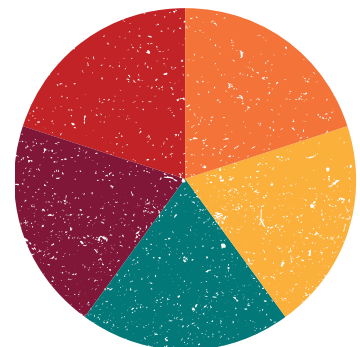
September 2012 –May 2013

City of Bath College

CIM Introductory Certificate in Marketing
Merit

September 2010- February 2011

City of Bath College



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