

Steven Watson

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I am an outgoing, enthusiastic and energetic person who enjoys new experiences and has a passion for marketing.

University of Stirling

BA Hons Business Studies with Marketing: 1st class honours

Marketing Graduate at Mindstretchers Ltd & Claire Warden Ltd, July 2016 - Present

Developed a strategic international marketing plan for the business to expand into Australia, USA and Dubai

- Used CMS to create, launch and manage two different websites with two different target audiences.
- Redesigned, rebranded and relaunched the company's main training USP, significantly increasing sales. Also rebranded a secondary USP to reflect changing education markets.
- Managed and executed a database cleanse which culled 5,000 inactive subscribers, re-engaged 170 subscribers and improved email open, click through and purchasing rates by an average of 20%.
- Created and planned a cinematic video for Auchlone Nature Kindergarten, including a marketing plan for the video.
- Created a marketing campaign around the main training and product UPS: the Floorbook. This included weekly social media promotions, mail shots, and email campaigns.
- Created and maintained a monthly blog which was responsible for the two most successful Facebook posts of all time.
- Maintained and created content for 7 different social media accounts (including Facebook, Twitter and LinkedIn) and 2 different Facebook groups. Created monthly feedback reports on these.
- Created and managed multiple online courses, including downloadable resources, which led to an increase in overall training sales.
- Organised and facilitated multiple international events, including a conference and a 7 day Study Tour.

Marketing Graduate at International Association of Nature Pedagogy, July 2016 - Present

Community Interest Company which aims to increase public understanding of nature pedagogy.

- Organised and facilitated the inaugural conference in Scotland and a second conference in Australia.

Key Skills & Traits

Team-oriented	★ ★ ★ ★ ★
Enthusiasm	★ ★ ★ ★ ★
Confidence	★ ★ ★ ★ ★
Coordination	★ ★ ★ ★ ★
Charisma	★ ★ ★ ★ ★
Hard-working	★ ★ ★ ★ ★
Self-motivated	★ ★ ★ ★ ★
Dependable	★ ★ ★ ★ ★



Hobbies & Achievements

- 3 years in Stirling University Badminton Club committee in roles including President, Vice-President and Secretary. As President I increased social membership ratings to their highest ever level and it was the first year the club ever ended with a profit. I was awarded a Colours Award for unrivaled dedication to a club.
- Achieved 72% on my undergraduate dissertation, titled: "An investigation into returns handling processes and their effects on the wider company." The study looked at the complexities created throughout the supply chain because of returns handling, and how this influences a retailer's choice of policy as a marketing tool.

Intern at Insolvency Support Services, June 2014 - September 2015

- Collected and put together contacts for a new marketing communications plan. Attended training sessions for online databases and mail shoots. Gave opinions and advice on potential target markets and ways to engage with them.
- Modified website information to match the new marketing communications plan.
- Created LinkedIn accounts for all staff.
- Initiated and maintained contact with creditors in hundreds of insolvency cases.
- Received basic telephone training, through which I was able to answer the phone comfortably and deal with clients who were often unhappy about the state of their insolvency.
- Maintained relationships with both debtors and creditors through daily phone calls, mail shots and emails.

Intern at Eden Fyfe Accounts, June 2014 - September 2015

- Executed and assisted in the rebranding process, including deciding on logos and colours as well as guest lists to a launch event.
- Created and established a new system to track personal tax returns.
- Received training in MORE, SAGE and IRIS, working with each program frequently.
- Introduced to and improved skills in SAGE, IPS, and IRIS.
- Developed communication skills through answering phones and dealing with clients, especially with unhappy insolvency clients.
- Organised all client information both past and present thereby improving organisational skills.

Personal Assistant to Area Managers at Tree of Knowledge, August 2013 - February 2014

Developed telephone skills by calling clients and updating information.

Improved IT and organisational skills by creating databases and storing information.

Assessed the current databases used by the business and improved them, as well as establishing brand new databases.

Attained a new record for the most clients contacted in one day.

References available upon request.

Please do not hesitate to get in contact with me if you have any questions or would like to me. You can reach me at:

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