IDA RUSSO

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SUMMARY OF QUALIFICATIONS

- Marketer who plans campaigns around clear goals and reports honestly on results.
- Experience across 3 employers, most recently as Marketing Manager at Northwind Retail.
- Comfortable across email, social and events.
- Known for clear communication with colleagues and for following work through to the end.

EDUCATION

University of Manchester — **Manchester**
BA Marketing — *2018*

PROFESSIONAL EXPERIENCE

Northwind Retail — **Leeds**
Marketing Manager — *Feb 2025 – Present*

- Planned and delivered weekly campaigns across email and social channels.
- Reported monthly on channel performance to the leadership team.
- Grew the newsletter list from 4,000 to 11,000 subscribers in a year.
- Organised a customer webinar series with over 600 sign-ups.
- Wrote product pages and case studies with the sales team.

Greenleaf Marketing — **Leeds**
Marketing Executive — *Mar 2023 – Dec 2024*

- Planned the annual content calendar with sales and product.
- Built the monthly marketing report from web and CRM data.
- Ran three trade-show stands, from booking to follow-up.
- Briefed and managed two freelance designers.

Brightline Agency — **Leeds**
Marketing Assistant — *Jan 2021 – Dec 2022*

- Kept brand guidelines up to date and checked campaign assets against them.
- Managed a small paid-social budget and cut cost per lead by a fifth.
- Ran A/B tests on landing pages and email subject lines.

INITIATIVES

Brand refresh

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

Customer story series

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

TECHNICAL SKILLS

General: Microsoft Office, Canva, HubSpot, Google Analytics
Languages: English (Fluent), German (B2)

CERTIFICATIONS

- Google Analytics Certification
- CIM Certificate in Professional Marketing

EXTRA-CURRICULAR ACTIVITIES

- Mentor for a school careers programme, helping students with CVs and mock interviews.
- Treasurer of a local sports club, keeping the accounts and membership list.

REFERENCE

Esther Rossi
Engineering Manager, Northwind Retail
Contact: esther@example.com