OLIVER LEWIS

oliver.lewis51@example.com • +44 20 7946 0227 • linkedin.com/in/oliver-lewis • London, United Kingdom

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

Sheffield Hallam University — **Sheffield**
BA Marketing — *2021*

PROFESSIONAL EXPERIENCE

Northwind Retail — **London**
Marketing Manager — *Nov 2025 – Present*

- Built the monthly marketing report from web and CRM data.
- Grew the newsletter list from 4,000 to 11,000 subscribers in a year.
- Briefed and managed two freelance designers.
- Planned and delivered weekly campaigns across email and social channels.

Northwind Retail — **London**
Marketing Executive — *Jun 2024 – Nov 2025*

- Ran three trade-show stands, from booking to follow-up.
- Kept brand guidelines up to date and checked campaign assets against them.
- Planned the annual content calendar with sales and product.
- Wrote product pages and case studies with the sales team.

Brightline Agency — **London**
Marketing Assistant — *Jun 2023 – Mar 2024*

- Organised a customer webinar series with over 600 sign-ups.
- Reported monthly on channel performance to the leadership team.
- Managed a small paid-social budget and cut cost per lead by a fifth.

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)

CERTIFICATIONS

- Google Analytics Certification
- CIM Certificate in Professional Marketing

EXTRA-CURRICULAR ACTIVITIES

- Organiser of a monthly running club with around 30 members.
- 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

Keira Novak
HR Director, Brightline Agency
Contact: keira@example.com