

# RESUME



Digital Marketing Executive / **Wirral**

## CHARLIE BILSBORROW

Professionally, I would define myself as a 'fixer'. If something needs to be created, designed, planned or developed - I will find a way to make it happen.

I'm a natural problem-solver with a passion for all things creative. I have experience in graphic design, creative branding, motion graphics, wordpress development and user-experience design.

“ I am now basing any future hires for my team on the *Charlie Prototype* ”

“In the marketing world, despite its reputation for being a creative field, it is not often that you come across individuals that are super 'switched on' and inventive, but Charlie is certainly one of them.”

**Maria Papadakis**  
Marketing Manager at i-intro®

### SKILLS

Email marketing ●●●●●

Web development ●●●●●●

Social Media ●●●●●

### EDUCATION

**Masters with Distinction | Writing**  
Liverpool John Moores University 2015 -2017

**First Class BA (Hons) | Creative Writing**  
Liverpool John Moores University 2012 -2015

Phone

+44 7583 490 566

Email

csbilsborrow@gmail.com

### EXPERIENCE

( 2023 - Present )

#### Senior Marketing Executive | Tradewind Recruitment

In my current role, I am responsible for managing ongoing marketing projects and reporting key metrics. This includes planning email campaigns using Salesforce Account Engagement and Mailchimp, managing relationships with suppliers and scheduling social media posts with buffer.

( 2020 - 2023 )

#### Senior Marketing Executive | The Accountancy Partnership

My previous role was primarily focused on visual branding, graphic design and UX. This covered vector graphics, video content creation, motion graphics, meta ads, social media management and brand work across multiple channels - including web, print and social media. While in this role, I trained and provided feedback for junior team members.

( 2017 - 2020 )

#### Group Marketing Executive | AMA Group

In this role, I managed a small marketing team and was responsible for content creation, social media scheduling, graphic design, marketing reports, email marketing, wordpress web development and print product design. I also set up and ran an ecommerce site from scratch to sell training courses to teachers.

( 2017 - Present )

#### Freelance Digital Creative | Various

In my spare time, I like to take on freelance creative work to keep my skills sharp. This has given me experience in: logo design, video editing, branding, packaging, web development, animation, illustration and print design.

#### Further Experience and References

Available upon request