

Sarah Moore

Marketing. Design. Web

About Me

After working in the creative and marketing industry for over 7 years, I have developed a strong creative flair and a true passion for all things digital and print. I have worked across many different sectors from charities and creative agencies to large corporate organisations and have a variety of experience including large scale print, catalogue design, web development, email marketing and exhibition planning.

Several of my previous roles have been stand alone positions, meaning I am comfortable managing all aspects of the marketing function from concept through to completion. I have great organisational skills and work best to schedules and deadlines. I would class myself as a 'people person', with a real 'can do' attitude, if something needs doing, I will get it done, and if I don't already know the best way to do that, I will learn it.

I am hard working, focused and have a great eye for detail. I would say that my main personal skills are my determination and my willingness to learn.

Software & Programs



Id

InDesign



Ps

Photoshop



Ai

Illustrator



W

Wordpress



Office

Office



Email Marketing



Social Media



HTML



CSS



Google Ads



Analytics

Skills & Expertise

Web Development



Digital Marketing & PPC



Branding



Photography & Editing



Email Marketing



Social Media



Catalogue Design



Design for Print



Exhibition Planning



Time Management



Project Management



Organisation & Communication



Professional Experience

Marketing Manager @ EB Equipment & EB Motorsport December 2018 – PRESENT

Responsible for the management of all marketing, design and digital aspects of 2 businesses – EB Equipment & EB Motorsport, including:

- Developing the marketing strategy
- Developing brand guidelines
- Re-creating all marketing material including printed literature
- Redesign/rebuild websites (Wordpress)
- cPanel and MySQL management
- Driving website sales
- Managing online user accounts
- Increasing website views / interactions
- Increasing organic SEO and analysing Google Analytics data
- Increasing social media following
- Developing specific campaigns to increase brand awareness
- Implementing Google Ads across specific campaigns (PPC)
- Exhibition planning
- Large scale graphics (exhibition display vehicle)
- Restructuring the filing systems
- Printed advertising
- Video project management
- Restructuring product codes and descriptions (SAGE)
- Content writing
- Uniform – brand image
- Social media advertising – paid
- Product photography & Editing

Marketing Coordinator @ SALUS - Sept 2017 - Dec 2018

Responsible for coordinating digital marketing, design and websites across the UK and EU regions, including:

- Re-development of websites for 9 regions within the EU
- Domain name management
- cPanel and MySQL management
- Google analytics reporting
- Management of external SEO agency
- Planning the digital marketing strategy
- Planning the digital content strategy
- Social media for UK, France and Germany
- Email marketing for UK, France and Germany
- Producing launch material including flyers and spec sheets
- Producing various printed media such as flyers & brochures for the UK, France and Germany
- Exhibition planning and graphics

Graphic Designer @ TKC - August 2016 - September 2017

- Designing a wide range of marketing material including, flyers, online adverts and newsletters
- Preparing designs for print
- Photography and image enhancement
- Re-drawing various illustrations as vectors
- Designing and developing concepts for covers
- Designing technical documents
- Re-colouring CGI imagery
- Email Design
- Logo Design

Graphic Designer/ Marketing Coordinator @ STEL Feb 2014 - August 2016

- Designing email campaigns and monitoring responses
- Designing product packaging
- Designing catalogues
- Sourcing print for a variety of publications
- Organising and attending exhibitions and events
- Designing a wide variety of marketing material
- Photography and image enhancement

Marketing Coordinator/ PA to MD @ Support Dogs Feb 2012 - Feb 2014

- Re-designing and maintaining the website
- Analysing the website via Google analytics
- Designing various marketing materials
- Analysing and developing the use of social media
- Event planning and coordination
- Attending networking events

Education

CIM – Advanced B2B Digital Marketing – 03/09/18

- B2B digital marketing strategies
- Align B2B digital marketing strategy with business objectives
- Empower and support sales through social and digital sales
- B2B lead generation and nurturing
- Integrate offline environment with digital channels
- Develop a compelling B2B content marketing plan
- Integrate social and mobile marketing
- Latest applications in B2B digital

CIM – Introduction to B2B Digital Marketing – 14/08/18

- Understand the new marketing mix and how to apply it
- Key B2B digital marketing techniques
- B2B digital marketing channels & how to apply them
- Content marketing
- Social media marketing
- Develop digital marketing plans
- Budget for digital marketing

Level 3 Diploma in Web Design & Development - 2018

- Communicating with Internet Technology
- Understanding Internet Architecture
- Website Development, Planning and Testing
- Understanding How to use HTML5
- Applying Cascading Style Sheets
- Principles of Database Concepts
- JavaScript Programming Techniques & Extensions
- Using GUI HTML for Website Development
- Network Maintenance and Issues incl. Privacy Protection
- Project Management

NVQ Level 3 Marketing - June 2013

- Analysing competitor activity
- Contributing to the development of a marketing plan
- Evaluating and improving performance in a business
- Maintaining a portfolio of products and/or services
- Designing marketing promotions
- Using digital technology for marketing purposes
- Using digital technology and social media in marketing
- Contributing to innovation in a business environment
- Maintaining and developing Website software