

Terry Thompson

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An ambitious digital marketing graduate with 12 months experience seeking an opportunity to progress within a London based organisation, following a relocation from Oxfordshire.

Employment

Thompson & Terry Recruitment

Junior Business & Marketing Manager (July 2019 – Present)

- Promoted from Graduate Business Executive, after 10 months of excelling in the role, particularly on the marketing side, which I was solely responsible for managing
- Responsible for the management of the entire marketing strategy for the business
- Independently ran all social media channels (Facebook, Twitter, Instagram and LinkedIn) - increased engagement over all channels, significantly increasing our Instagram following by 106.5%
- Re-wrote the entire website copy, focusing on improving readability and SEO (established an SEO tracker to record results and saw a significant improvement in the ranking of three crucial keywords)
- Made suggestions for and implemented other changes to our website, including separating the website based on 'Candidate' and 'Client' requirements and assisting with the creation of video footage
- Responsible for running every aspect of the business for 2 weeks in my Director's absence - this included managing all client relationships and the entire candidate process as well as training and managing two new starters
- Responsible for training two new starters - this included running 1-to-1 sessions, shadowing them and creating thorough starter packs for each employee to ensure that their training was as structured and efficient as possible
- Accustomed to independently managing difficult or sensitive situations (e.g. a candidate rejecting a job offer) in a professional and personable manner
- Made a placement with the business within my last month, despite this not being my job role, and consequently generating c. £5,000 for the business
- Responsible for rewriting and continually reviewing the business plan, with a specific focus on marketing strategy, future targets and financial forecasting
- Involved in the recruitment of our own team, including interviewing and making decisions regarding my own replacement
- Maintained all duties of my previous role, which are listed below

Thompson & Terry Recruitment

Graduate Business Executive (September 2018 – July 2019)

- Ran a Christmas-themed Facebook marketing campaign whereby we recognised and awarded local charities and individuals - in doing so, establishing a relationship with local charity Play2Give
- Nominated my Director for the HSBC Young Business Person of the Year award at the South & Vale Business Awards where he was selected as a finalist - increasing our brand exposure and creating multiple new networking opportunities
- Nominated my Director for B4's 50 to Watch awards where he was also shortlisted as one of the top 50 People to Watch in Oxfordshire
- Nominated my Director for the British Business Awards 'Business Advocate of the Year 2019' where he was also shortlisted alongside only 9 other nominees despite this being a national award
- Wrote regular blog posts for the company website and social media channels, including 'So... What Now? A Graduate's Guide to the Transition from Education to Employment' (link)

- My blog post 'Top Tips to Building your CV whilst in Education' was recognised by Oxlep and distributed to students from multiple schools across Oxfordshire, including The City of Oxford College, Didcot Girls School and Abingdon and Witney College (link)
- Responsible for managing relationships with both clients and candidates on a daily basis, via telephone, email, FaceTime and face to face
- Managed approximately 50 professional emails per day, corresponding with clients, candidates and other necessary professionals
- Responsible for supporting the financial side of the business, including managing all of the bookkeeping, bank reconciliations and invoicing for the business as well as establishing and reviewing budgets alongside my Director
- Created multiple Excel spreadsheets to track the productivity and success of the team which I regularly fed back to the team and continually looked for ways to improve
- Reviewed, edited and submitted multiple recruitment-related articles for various business magazines and websites, including B4 magazine, NXT, and Business in Oxfordshire
- Had monthly meetings with my Director to discuss the business plan and areas of improvement (with regards to profitability, marketing strategy, networking opportunities and team culture)
- Starred in weekly 'Job of the Week' videos, succinctly and professionally explaining vacancies in order to appeal to local candidates (link)
- Attended client meetings alongside my Director
- Reviewed and updated contracts, Terms & Conditions and Privacy acts in line with GDPR regulations

Additional Marketing Experience

The OX Magazine

The Contributor (From 2018 – To 2019)

- Regular contributor to award-winning local luxury lifestyle magazine
- Have written articles on a variety of topics (including health, literature and lifestyle) which have been published both in print and online
- Articles include: (links)

Oxford University Press

Temporary Online Marketing Assistant (July 2018 – August 2018)

- Quality assurance and deployment
- Creating campaigns using Adestra and tracking using MRM
- Reporting back to key stakeholders and the Head of Marketing

Thumbs Up Productions

Researcher – Work Experience (August 2017)

- One month's work experience in relation to the production of Britain's Next Top Model cycles 12 and 13
- Researched and wrote celebrity profiles for online publication
- Proof read website copy
- Transcribed new episodes
- Created mood boards to contribute towards new photoshoot ideas
- Greeted clients and telephoned successful applicants

Education

The University of Birmingham (2015-2018)

High 2.1 Bachelor of Arts (BA) English Literature

Cokethorpe School - (2008-2015)

Academic Scholarship

- **A Levels:** English Literature (A*), Psychology (A), History (A)

- **GCSEs:** English Literature (A*), English Language (A*), History (A*), Psychology (A*), Additional Science (A*), Geography (A*), Maths (A), French (A), Physical Education (A) and Core Science (A)

Additional Achievements

- Awarded an academic scholarship throughout my time at Cokethorpe school due to my consistent academic achievements
- Awarded the Upper Sixth A Level Prize for Academic Excellence in English Literature 2015
- Awarded the Lower Sixth A Level Prize for Academic Excellence in History 2014
- Awarded the Lower Sixth A Level Prize for Academic Excellence in Psychology 2014
- Chosen as one of only two students in my year to represent my school as a Lessons for Auschwitz Ambassador (this included: attending seminars in London, visiting Auschwitz alongside other students and presenting my experiences in lecture format to my year at school)
- Cokethorpe 1st VII Netball team

References available upon request.