

ROBIN DARKE

M 07446 825012

E robin.darke@me.com

A 18 Neale Street, Fulwell, Sunderland SR6 9EZ

Aspiring Digital Marketer with extensive experience in retail marketing, online content creation, and brand collaboration. Enthusiastic to apply and develop existing skills in a marketing agency environment.

KEY SKILLS

- Content creation
- Accessible writing style
- Campaign launches
- Visual styling
- Brand collaboration
- Performance analysis
- Competitor research
- Creative problem solver
- Excellent communication
- Strong time management
- Managing and collaborating with teams

WORK EXPERIENCE

Marks and Spencer

Academy Customer Assistant (October 2020-present)

- Managed Recruitment needs for North East region
- Implemented new processes to store of 200 colleagues
- Worked closely with internal stakeholders to deliver success
- Utilised, and developed, digital methods of organisation to ensure smooth running of department

Relief Section Manager (2020 - Oct 2020)

- Launching seasonal and commercial campaigns
- Reviewing data for commercial sales and customer service performance
- Reporting to the store manager and visiting regional management team
- Managing and scheduling a team of 25 staff members
- Training staff to work efficiently and effectively across the department
- Fast-tracked to complete the internal Management Development Program

Section Coordinator (2019 - 2020)

- Managed the seasonal Christmas department
- Collaborated with external brand representatives
- Developed skills in commerciality
- Successfully trained a team of temporary staff members
- Acted as Relief Section Manager for Homewear department

Stylist (2013 - 2019)

- Worked with Section Managers to implement seasonal and commercial campaigns
- Reacted to consumer behaviour and external fashion trends
- Profiled competitors and completed detailed SWOT analysis
- Participated in the creation of visual policy guidelines for nationwide launch
- Styling models for Intu fashion events

ADDITIONAL EXPERIENCE

Prolific writer and blogger contributing articles for The Guardian, The Independent, Sabotage Times, Hecklerspray and Heatworld.

Collaborated with influential fashion brands on social media content including Jacamo, Thomas Pink, Justin Reece, Master Debonair and Thread & Leather.

EDUCATION

Chartered Institute Of Marketing (2021)

Level 4 Certificate in Professional Digital Marketing

Modules included Planning Campaigns, Applied Marketing and Digital Marketing

Google Certification:

Fundamentals of Digital Marketing (2020) (accredited by The Open University)

Modules included online business strategy, e-commerce, SEO, SEM, analytics, social media campaigns, email marketing, display advertising, and content marketing.

OpenLearn Short Courses:

Retail Marketing (2020)

Stakeholders in Marketing and Finance (2020)

Marketing in the 21st Century (2020)

Social Marketing (2020)

Workplace Learning with Coaching and Mentoring (2020)

Coursera Online Courses:

Fashion as Design (2020) (accredited by the Museum of Modern Art)

Team Work Skills: Communicating Effectively in Groups (2020)

NVQ (Level 3):

Retail Management

GCSEs:

10 including English and Maths

REFERENCES

Marks & Spencer
93-97 St. Michael's Way
Cameron Walk
MetroCentre
0191 493 2222

Holly Allan
(Section Manager, M&S)
M 07722 317650
E HKA794@gmail.com