

CAMILLE EJEZIE

MEDIA & MARKETING
COMMUNICATIONS MANAGER

07904818728

West Midlands

camilleejezie@gmail.com

<https://tinyurl.com/CamsWork>

SUMMARY

I am a seasoned marketing professional with over ten years experience, spanning content creation, social media, outdoor advertising, email campaigns, public relations, web editing and more. My achievements range from securing national media coverage, to tripling the amount of social media followers and transforming communications from traditional print media to interactive digital newsletters.

SKILLS

- Photoshop
- WordPress
- Creativity
- Critical thinking
- Mailchimp
- Hootsuite
- Communication
- Attention to detail

EXPERIENCE

Swanlea School

Media & Marketing Communications Manager • November 2019 - June 2024

- Content creation
- Newsletters
- Web Design
- Advertising
- Press coverage
- Social media
- Events

Duties: I planned, created and published marketing content for multifaceted campaigns. Leading a team of two, I managed newsletters, media coverage, traditional marketing and digital communications.

Achievements: I proactively collaborated with the head of IT to design a new website, subsequently eliminating the cost of hiring an external agency. My work transformed Swanlea School's traditional newsletter into an interactive digital publication, providing a major catalyst for engagement during lockdown (see <https://bit.ly/swanleaschool>). This consolidated communications with students, parents, staff and other local schools when previous ways of working ceased. My efforts also attracted record numbers of visitors to open day events and contributed to hundreds of enrolments.

Newham College of Further Education

Digital Marketing Manager • November 2013 - November 2019

- Social media
- Google Ads
- Web editing
- Email campaigns
- Media relations
- Online content

Duties: I created and strategically managed content for social media, website and email marketing campaigns, using Google Analytics to establish great results.

Achievements: I tripled the number of Facebook fans and Twitter followers. My work drove hundreds of people to key events and contributed to thousands of enrolments each year. I also managed media relations, marketing budgets and creative aspects of CPC campaigns, Google Adwords and social media ads. I oversaw the work of interns, apprentices and marketing officers who participated in social media updates. I secured regular media coverage and curated content for internal communications.

Newham College of Further Education

Product Information Manager • September 2008–November 2013

- Course descriptions
- Course listings
- Online enquiries
- Online profiles
- Course booklets
- Prospectuses

Duties: I prepared course information for promotional purposes and managed communications between academic faculties, marketing staff and admissions teams.

Achievements: I planned and implemented beneficial working practices, leading to measurable improvements in relation to student enquiries and applications. I set deadlines for academic managers and took charge of digital communications that promoted courses. I approved editorial content for prospectuses and websites, including UCAS, What Uni, Hot Courses and the National Careers Service.

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EXPERIENCE

Freelance PR Positions

Account Executive • November 2006 - August 2008

I secured both print, broadcast and online media coverage, following campaign planning and media relations for clients at the following agencies:

Publicis Consultants

MS&L

3 Monkeys PR

Hillgate PR

Mission Media

Clarion Communications

Lexis PR

Markettiers 4dc

Houston Associates PR

Account Executive • August 2005 - November 2006

I engaged in media relations, wrote press releases, prepared press packs, attended client meetings and secured media coverage in local and national publications.

The Chrysalis Group (Heart FM & Galaxy)

Radio Researcher & Broadcast Assistant • September 2003 - August 2005

I wrote traffic and travel news for drive time and breakfast shows, edited pages on Heart FM's website and assisted producers with daily activities. I also conducted market research that was utilised to develop business objectives.

EDUCATION

BA Honours in Media & Communications

The University of Central England • 2000–2003

CERTIFICATIONS

- Shaw Academy: Foundation Diploma in Online Marketing
- The Digital Marketing Institute: Professional Diploma in Digital Marketing
- Newham College: Adobe InDesign
- New Horizons London: Adobe Photoshop CS4 Level 1
- London College of Media & Journalism: Intro to Proof Reading
- P.R.C.A Training Courses in: Client Management, Pitching, Press Release Writing