

EXPERIENCE

- 08/21 - PRESENT** **JUNIOR STRATEGIST, PRIME GLOBAL**
- Provide strategic insight to medical and cosmetic marketing communications.
 - Put together presentation decks for clients, highlighting strategic analysis and future forecasts.
 - Analyze and work with social media sites across global and medical platforms.
 - Collaborate with the wider strategic department and partnership agencies.
- 05/21 - 07/21** **JUNIOR PR ACCOUNT EXECUTIVE, THE PHA GROUP**
- Pitch writing for national, consumer and other trade titles.
 - Building new and existing relationships with clients, journalists and influencers.
 - Idea generating creative responses to client needs and wants.
- 06/20 - 05/21** **FINANCE COMMITTEE CHAIR, FALMOUTH & EXETER STUDENTS' UNION**
- Co-managed the £1.2 million budget for the Union.
 - Trustee for the Union.
 - Chaired and managed stakeholder meetings.
- 06/20 - 05/21** **FALMOUTH PRESIDENT, FALMOUTH & EXETER STUDENTS' UNION**
- Built a strong understanding of many national student debates and project managed a multifaceted campaign at the National level in conjunction with NUS. This resulted in liaising directly with Members of Parliament and press interviews with ITV, BBC and The Guardian.
 - Identified a new insight and sold it to the Union - 'CoLab' a successful student collaboration interface. Project managed the build, implementation and execution.
 - Analyse student feedback data and present them to key stakeholders in the Board of Governors (where I also sat as a Governor).
- 05/2019 - 05/2020** **CREATIVE & STRATEGIST, MUTINY AGENCY**
- Successfully pitched for a new client - Spaceport Cornwall
 - Built a strong understanding of the Space Industry.
 - Worked with the creative team to understand the clients business needs and respond to them with new insights and strategies.
 - Built a strong relationship with local and national journalists, local clubs, schools and businesses.
 - Project managed and delivered a high-quality campaign including a social media rebrand.
- 06/2019 - 07/2019** **COPYWRITING INTERN, BBH SHANGHAI**
- Understanding business briefs and responding with copy ideas to support their communications objectives to an eastern audience.
 - Written copy for viral Mentos campaign "The Social Queue".
 - Worked with Chinese brands - Filorga and Greystar.
 - Established "The HERd", an internalised female empowerment group.
- 05/2019 - 05/2019** **DIGITAL MEDIA, PR & EVENTS INTERN, GBC SHANGHAI**
- Attended events to network and interview business entrepreneurs.
 - Brought on new clients for the start-up.
 - Filmed and wrote transcriptions of PR interviews.
- 06/2018 - 05/2019** **SALES ASSISTANT, ANNS COTTAGE SURF STORE**
- People Skills: Diverse customers, returns and customer service.
 - Administration Skills: Stock checks, cashing up and sending off queries.
- 04/2017 - 09/2017** **BAR STAFF, FIVES**
- Excellent customer service and serving a diverse range of customers at the bar.
 - Handling money transactions, cashing up, opening the tills.
 - Cocktail mixing in a busy nightclub environment.

KEY SKILLS

IT: Microsoft Office (*proficient*), Word (*proficient*), Powerpoint (*proficient*) & Excel (*beginner*). Adobe Photoshop (*proficient*), Illustrator (*beginner*), After Effects (*beginner*) & Premier Pro (*intermediate*)

Tech: Google Analytics (*beginner*), Google Adwords (*still learning*), Google Advanced Search (*proficient*), Gorkana (*proficient*), Social Blade, Influencer Intelligence.

Languages: English (*native*), Spanish (*beginner*).

License: Full UK (*clean*) Driving License.

CONTACT

07500 770000
elizabethmariemarshall@aol.com

Linked In
<https://www.linkedin.com/in/lizzym1101/>

Portfolio
www.elizabethmarshallcreative.co.uk

EDUCATION

09/2017 - 05/2020 - **FIRST CLASS HONOURS IN BA CREATIVE ADVERTISING, FALMOUTH UNIVERSITY**

Relevant Modules: Brands & Branding (upper 2:1), Consumer Behaviour (1st), Advanced Campaign Creation (1st), Start-Up (1st), Social Media & Digital Tools (upper 2:1), Creative Problem Solving (upper 2:1), Analysing Advertising (upper 2:1). Strategy and Planning (upper 2:1), Case Study (1st), Convergence & Transmedia Storytelling (1st).

Project Example 1: Consumer Behaviour 'Do Not Flush Wet Wipes' Report & Campaign

Client Relationships: Sourced drainage companies to endorse the project and knowledge exchange.

Analysis Skills: I analysed tables of data surrounding flushed materials and consumer spending habits.

High-Quality Content: I produced a written report, identifying issues, setting an objective to tackle, producing a campaign idea response and presenting a rationale.

Project Example 2: Case Study 'How effective is medical PR and why are they not doing more to address the key users and receivers of the NHS' Report

Analysis Skills: I analysed previous medical PR, e.g. 'ALS Ice bucket Challenge' and 'Project 84'. Analysed what medical PR was currently doing, who the main users of the NHS are, and the future of the communications surrounding the NHS.

High-Quality Content: I presented it within a report, showcasing tables, referencing and formatting.

Awards Achieved:

- Creative Conscious Award 2020 (Conscious Consumer)
- D&AD New Blood One to Watch 2020
- Graphite D&AD New Blood Pencil 2019
- Creative Conscious One to Watch 2019

09/2015 - 07/2017 - **A LEVELS, ST. MARYS SIXTH FORM (GERRARDS CROSS)**

Results: Media Studies (A*), English Literature (C), Fine Art (A), AS Philosophy & Ethics (B)

EXTRA CURRICULAR

05/2021 - PRESENT - **SNOWBOARDING MEMBER, THE SNOW CENTRE**

02/2021 - PRESENT - **GOOGLE ANALYTICS & ADWORDS CERTIFICATE, GOOGLE**

- Tech Skills: Analyse business advertising data.
- Administration Skills: Produce reports.

06/2020 - 06/2021 - **TRUSTEE, FALMOUTH & EXETER STUDENTS' UNION**

- Held the union to account and ensured it met it's charitable goals

09/2018 - 05/2020 - **SNOWSPORTS MEMBER, FALMOUTH SNOWSPORTS SOCIETY**
NETBALL MEMBER, CSM NETBALL SOCIETY

09/2018 - 05 2020 - **COMMITTEE & CHEERLEADER MEMBER, FUSION CHEERLEADING TEAM**

- People Skills/ Client Relationships: Work with the team to run a successful society and liaise with potential sponsors to sponsor the team.
- High Quality Content: Work with companies to provide good quality uniform and printing.

01/2020 - 04/2020 - **RUNNING FOR FALMOUTH PRESIDENT, FALMOUTH UNIVERSITY**

- People Skills: I kept my team motivated and happy throughout the week. We spoke to a diverse range of people and made many speeches to encourage them to vote for me. I further organised a 'Lizzy themed' night at a local night club.
- Administration Skills: Organised a campaign team, made up off: 80 friends, strangers, undergraduates and postgraduates. Scheduling their work rota, separating day and night teams and splitting them into their campus specific teams.

12/2018 - **WEBINAR PR EVENT, FALMOUTH UNIVERSITY**

- People Skills: Using my enthusiastic and concise personality to speak for the School of Communication on a live webinar to potential students. I responded to questions live and spoke to various people from across the globe.

CONTACT

07500 770000
elizabethmariemarshall@aol.com

Linked In
<https://www.linkedin.com/in/lizzym1101/>

Portfolio
www.elizabethmarshallcreative.co.uk