

## Biography

I have just completed a BA (Hons) Advertising at Bournemouth University. I present myself professionally and enjoy working in busy, challenging positions and tackling problems that arise. I have excellent English and Math skills and I am always punctual. In my personal life, I have a keen interest in travel and in particular in South East Asian culture. I am also enthusiastic about and experienced in videography, photography and graphic design.

## Skills

Windows, MacOS & Linux

WordPress

Full Adobe Suite

Marketing, Advertising & PR

Brand Management

Google Analytics

SEO & Web Advertising

Social Media (Paid/Organic)

Campaign Planning

No/Low/High Budget

Copywriting

Videography

Photography

Design For Print & Web

Website Creation

## Work Experience

### Marketing and Communications, Hill View Primary School

#### September 2016 - Present

As a placement year as part of my degree programme, I worked in a recently converted primary school academy to develop their communications strategy. The role involved many aspects of client side marketing, as well as web design, photography and video production, and a small amount of administration work.

I was not working as part of a team in this position - I was the marketing department. This gave me a huge opportunity to learn on the job, while communicating with other schools and marketing organisations to maximise my learning and growth.

My work ethic was recognised as I became, "the go to guy for anything".

I was then asked to return during my final year of University to support admissions, administration and general office work, while continuing in my placement role too. It has been a great opportunity to learn how an office works, while also having the opportunity to run several projects relevant to my career aspirations.

### Student Ambassador, Bournemouth University

#### September 2014 - October 2017

Working as a Student Ambassador gave me the opportunity to represent Bournemouth University to members of the local community, prospective students and their families, and the public. This was a paid position where I was employed directly by the university.

## **Section Coordinator/Customer Assistant, Marks & Spencer, Witney**

**February 2011 – September 2012 (Full Time)**

**September 2012 – September 2014 (Part Time)**

Working in a retail environment, my job included providing excellent customer service, upholding standards expected of the company and ensuring accuracy and availability of stock all while leading a team to achieve targets. I also had extensive cash handling experience.

## **Education**

**BA (Hons) Advertising, Bournemouth University**

**September 2014 – June 2018**

Focuses on the strategy, development and planning of advertising in conjunction with marketing activities, promotion, direct media and digital media. I gained experience in working on advertising and marketing briefs, as part of teams and alone.

Dissertation: Marketing To The Marginalised: A Study Into Attitudes Towards Minority Sexuality Imagery In Branding Communications

*Grade: 2.1 (Upper Second Class Honours)*

**CIM Level 3 Foundation Certificate in Marketing**

**September 2014 – April 2015**

A professional qualification to prove an applied understanding of marketing, and how it works within the industry. This was gained from the Chartered Institute of Marketing with the support of Bournemouth University.

*Grade: Distinction.*

**Level 3 BTEC Extended Diploma in Creative Media, Witney College**

**September 2012 – June 2014**

This qualification provided practical experience and theoretical knowledge in a wide range of media fields. A show reel of the projects I worked on can be requested directly from me. This was gained at Abingdon & Witney College.

*Grade: Distinction\* Distinction\* Distinction\**

**GCSEs: 8 at C+ including Maths B and English B,B, Marlborough School**

## **Achievements**

**Finalist - EACA Ad Venture Competition 2018 (Welcoming Refugees)**

A team project as part of the Campaign Planning unit I took at University was chosen as a finalist in the 2018 EACA Ad Venture Competition. This was a fully developed integrated campaign, created by a team of four. For more information, give me a call, or see my website: [joecolegrove.com](http://joecolegrove.com)