

LEAH HODGES

MARKETING EXECUTIVE



CONTACT

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- Accrington, Lancashire

EDUCATION

FIRST CLASS HONOURS (BA)

Fashion Marketing
Leeds Beckett University
2019 - 2022

A-LEVEL QUALIFICATIONS

English Literature B
Psychology B
Textiles B
St Christopher's Sixth Form
2017 - 2019

SKILLS

TECHNICAL



SUMMARY

I am a self-motivated, highly enthusiastic individual with a passion for creativity and striving for success. Having graduated with a First-Class Honours Degree in Fashion & Marketing, working as an Assistant Buyer & working as a Marketing Executive, it's no secret I have a passion for the industry. I work exceptionally well in a team, both as a leader and team member, as well as having both excellent technological and communicational skills – kudos to my degree and work experience! I can learn quickly and have great ability to work under pressure in flexible environments – always seeking to meet deadlines and striving to beat expectations. I can adapt well to a variety of circumstances, with a keen eye for detail, problem-solving and all things Social Media! During my current role, I have been able to actively further my knowledge within the marketing industry, inhibiting valuable skills and relevant experience that will enable me to excel in a plethora of job roles.

EXPERIENCE

• MARKETING EXECUTIVE

Gilbert Meher/Ada Meher, Leeds City Centre
April 2023 - Present

- Maintaining all Social Media platforms & key metrics
- Developing a library of internal/external (client) materials
- Internal Comms | Employer Branding | Managing Expectations
- Google Analytics | SEO | Website Maintenance
- Campaign Planning | Networking | Business Events
- Communicating with stakeholders
- Video Filming/Editing
- Copyrighting
- Graphic Design

• ASSISTANT FASHION BUYER

The Original Factory Shop, Burnley Head Office
September 2022 - March 2023

- Purchase Orders / Range Plan's / Sign Off's
- Supporting Commercial Team - updating relevant databases
- Creating visual concepts & budget prep for future ranges
- Negotiating with suppliers/external clients
- Sample Management - approval and production

• SALES ASSISTANT

Matalan, Accrington
2016 - 2019






- Customer Service
- Stock & shop floor management



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EXPERTISE INTERESTS

CAMPAIGN PLANNING

BRANDING

PROJECT MANAGEMENT

SOCIAL MEDIA

CREATIVE DESIGN

COPYWRITING

PR

SKILLS PROFESSIONAL



EXPERIENCE ACHIEVEMENTS

- Problem-solving & decision-making during campaign planning stages
 - Leading & working with a team, producing successful campaigns across a range of media channels.
- Co-ordinating SEO strategies
- Liaising with clients and businesses to reach mutual goals & expectations
- Curation & fulfilment of marketing strategies & channels
- Extensive knowledge of Social Media platforms & their 'backend' databases
- Growing business-wide engagement
 - Since joining Gilbert Meher, in the first 3 months their engagement was up by 200% compared to the previous year.
- Increasing followers on Social Media platforms
 - Since joining the company, Gilbert Meher has surpassed 35k followers and Ada Meher hitting the 30k mark (LinkedIn)
- Utilising Google Metrics - to generate online traffic & engagement
- Competitor analysis of current & future data - predicting trends
- Effective event planning with relevant material
 - Networking Events
 - Internal Events
- Material recognised by competitors & used as benchmarking subjects

CREATIVE EXPERIENCE

My experience of the industry covers both the theoretical and physical sides of the industry, solidifying a great deal of creative knowledge and capabilities.

My degree, accompanied by work experience involved the use of a plethora of software and multimedia channels, including full use of the Adobe Suite, and online platforms like Canva, Wix & Wordpress. I have experience in a range of sectors within the marketing industry, having covered aspects from Trend Forecasting to styling shoots, to curating successful marketing campaigns and producing both editorial and online content for published digital print..

Having had such vast and direct exposure to the marketing sector, I'm able to confidently apply the depth of knowledge and creativity capabilities to current and future endeavours, with all skills being both transferable and beneficial to a range of job roles.