

07837651102

ayeishaparis19@gmail.com

www.ayeishathompson.co.uk

Ayeisha's  
CV

Ayeisha Thompson

## PROFILE

I have three and a half years of experience in digital marketing, alongside a BSc Marketing degree from the University of York. During this period, I have diligently acquired several certifications and honed my skills in various areas of marketing. I am exploring opportunities to collaborate with talented and like-minded individuals in executing innovative and impactful marketing projects.

## EXPERIENCE

**Digital Marketing Executive** from  
*Eon Visual Media* **July 2023**

At Eon Visual Media, my responsibilities include managing the company's social media presence, email marketing campaigns, paid ads, SEO copywriting and strategy. Furthermore, I work with clients spanning various industries, offering these services with the addition of Google Ads.

**Marketing Assistant**

**Marketing Transformation Lead**

*Landlord Broadband* **2021- 2023**

During the course of my degree, I was able to gain practical skills and knowledge with part-time employment. This allowed me to develop my competencies in social media management, email marketing, SEO, copywriting, paid ads and strategy implementation. I acquired a wide range of skills that have proven invaluable.

## EDUCATION

**Bachelor of Science,  
Marketing**  
*University of York* **2019-2023**

During my tenure at the University of York, I served as the Course Representative for Year 1 BSc Marketing, providing constructive feedback to the lecturers regarding students' experiences. This helped structure and improve the quality of the course for future students.

## CERTIFICATIONS

- LinkedIn Marketing Solutions Fundamentals
- The Fundamentals of Digital Marketing
- Yoast SEO for Beginners
- Google Analytics for Beginners
- GA4 for SEO
- Search Engine Optimisation
- Google Ads Measurement
- Google Ads Search
- Google Ads Creative

## SOFTWARE

**SEO:** Moz, Semrush, Mangools, Yoast SEO  
**Analytics:** GA4, Google Search Console  
**Social Media:** Facebook, Instagram, LinkedIn, X, TikTok, YouTube  
**Scheduling:** Hootsuite, Loomly  
**Email:** Mailchimp  
**Content:** Adobe Illustrator, Canva, Powtoon  
**Ads:** Google Ads, LinkedIn  
**Management:** Asana, Slack, Teams, Monday.com, Trello  
**Web:** WordPress

## SKILLS

- Digital marketing
- Marketing strategy
- Email marketing
- Social media marketing
- SEO
- Google Ads
- Paid ads
- Copywriting
- Communication
- Interpersonal skills
- Leadership
- Problem solving
- Critical thinking
- Strategy
- Eager to learn
- Confident
- Articulate

**Thank you for your consideration.**