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Ayeisha's
CV

Ayeisha Thompson

PROFILE

I have four 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 currently 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, I manage the company's and clients' social media presence, email marketing campaigns, paid advertisements, SEO, copywriting, and strategy. Our clients span various industries, with a strong emphasis on e-commerce brands.

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, Merchant Center
Management: Asana, Slack, Teams, Monday.com, Trello
Web: WordPress

SKILLS

- Digital marketing
- Strategy
- Email marketing
- Social media marketing
- SEO
- Google Ads
- Paid ads
- Copywriting
- Content creation
- Reporting & analysis
- Communication
- Interpersonal skills
- Leadership
- Problem solving
- Critical thinking
- Strategy
- Eager to learn
- Confident
- Articulate
- Cross-functional teamwork
- Competitor analysis

Thank you for your consideration.