



Jasmine Bell

Creative Marketing

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My Life Philosophy

Creativity is intelligence having fun. - Albert Einstein

Summary

Experienced and results-driven Creative Marketing professional with a passion for brand development and storytelling. Proven track record of delivering successful marketing campaigns, driving brand recognition, and achieving business objectives. Skilled in creative direction, digital marketing, and team leadership. Strong communication and strategic thinking abilities. Bachelor of Business Administration graduate from the University of Manchester. Certified in digital marketing and project management. Passionate about creating brands that resonate with customers and building communities. Excited to leverage skills and experience to contribute to a growing and innovative brand in the children's home furnishing industry.

Strengths

♥ Leadership

Led a team of creatives to successfully execute marketing campaigns resulting in a 20% increase in brand awareness.

★ Creative Thinking

Generated innovative ideas for brand storytelling, leading to a 30% increase in customer engagement.

🗣️ Communication

Effectively communicated brand values and messaging to internal and external stakeholders resulting in improved brand consistency.

Experience

Happy Linen Company

Creative Director

Trafford Park,
Manchester
2022 - Ongoing

Oversaw all creative aspects of the company, including brand development, marketing strategy, and content creation.

- Developed and executed a successful rebranding campaign, resulting in a 40% increase in brand recognition.
- Managed a team of designers and copywriters, delivering high-quality creative assets on time and within budget.
- Implemented a content strategy across multiple channels, driving a 25% increase in website traffic and customer engagement.
- Collaborated with external agencies and partners to create strategic collaborations and influencer campaigns.

ABC Marketing Agency

Marketing Manager

Manchester
2017 - 2022

Led marketing efforts for various clients, developing and executing digital marketing strategies.

- Managed a portfolio of 10 clients, achieving an average of 15% increase in website conversions.
- Implemented social media advertising campaigns, resulting in a 20% increase in brand reach and customer acquisition.
- Conducted market research and competitor analysis to identify new opportunities for clients, leading to a 10% increase in market share.
- Provided strategic recommendations to clients, resulting in improved brand positioning and customer engagement.

Creating A Resume As A Marketing Tool

Hannah Morgan



Creating A Resume As A Marketing Tool:

How to Write & Design a Professional Résumé to Get the Job Dale Mayer, 2008 This book CD ROM guide arms job seekers with advice on writing and formatting different types of resumes and surviving the interview process It tells how to construct a resume in difficult situations such as a recent layoff spotty work history or criminal record and offers tips on specialty resumes for IT professionals self employed job seekers students executives and military personnel Worksheets case histories examples and a glossary are included The companion CD ROM contains about 30 real life resumes in Microsoft Word format so that readers can edit them to fit their needs Building the Looking-Glass Resume Larry Goldsmith, 2014-01-10 Building

the Looking Glass R sum is a r sum solutions book that shows you how to create the reflection of your job skills that can help you win the prized invitation to a job interview The book features the Jaazle R sum Template and Tutorial to guide you through the r sum building process so you can quickly and confidently create a professional looking r sum with powerful contents Building the Looking Glass R sum is for all job seekers from entry level to senior executives or those in career transition The book includes solutions to the most difficult r sum concerns questions and technical issues **Technical**

Writing, Presentational Skills, and Online Communication: Professional Tools and Insights Greenlaw, Raymond, 2012-03-31 This book is a collection of work to assist any professional who needs to deal with ethical issues write up a technical project give or develop a presentation or write material for an online audience Provided by publisher

Practice Management for the Dental Team E-Book Betty Ladley Finkbeiner, Charles Allan Finkbeiner, 2019-08-21 NEW Content includes the latest information on alternative workforce models dental insurance and reimbursement production and inventory planning UPDATED Art program with modern illustrations and photographs helps you to understand today s office environment tools and equipment EXPANDED and IMPROVED Test Bank with cognitive leveling and mapping to the Dental Assisting National Board DANB test blueprint Writing Effective Resumes Jeffry Richard McCabe, McCabe, 1993

Writing Resumes that Work Robert R. Newlen, 1998 Accompanying disk contains resume templates The resumes are located in directories corresponding to the appropriate chapter in the book text filenames correspond to sample resumes within that chapter *Stanfield's Introduction to Health Professions with Navigate Advantage Access* Nanna Cross, Dana McWay, 2022-02-04 The eighth edition of Stanfield s Introduction to Health Professions provides comprehensive coverage of all the major health professions This valuable resource is designed for students who are interested in pursuing a health related career but are still exploring and have not yet decided on a career The Eighth Edition outlines more than 75 careers and touches on every major facet of the field including a description of the profession and typical work settings educational licensure and certification requirements salary and growth projections and internet resources on educational programs In addition this text provides a thorough review of the U S healthcare delivery system managed care health care financing reimbursement insurance coverage Medicare Medicaid and the impact of new technology on healthcare services Information

on career preparation and development is also included All chapters are updated to reflect current demographics and new policies Each section has The Everything Guide to Writing a Romance Novel Christie Craig,Faye Hughes,2008-08-17 Every year thousands of romance manuscripts are submitted to publishers but only the best are eventually published This simple guide written by two awardwinning romance novelists will show readers what it takes to break into this highly competitive market and will provide them the information they need to get their manuscript out of the slush pile and onto the bookshelf Readers will learn how to do the following techniques build a story from premise to plot add a fresh twist to a classic storyline create compelling characters write sizzling sex scenes that carry an emotional punch research agents and markets write a story that an editor can t reject and promote themselves and their work New writers and even experienced writers will find the solid howto information here invaluable This is a musthave for aspiring writers who want to write the perfect love story *The Infographic Resume: How to Create a Visual Portfolio that Showcases Your Skills and Lands the Job* Hannah Morgan,2014-06-27 The STANDOUT guide to creating a stunning resume Applying for a job used to require two pieces of paper a resume and an application Times have changed Infographic resumes are in and they re not just for designers Free online tools are popping up every day to help anyone create a dynamic visual resume adding panache without sacrificing substance for style The Infographic Resume provides essential tips and ideas for how to create visual resumes and portfolios that will make you stand out from the crowd Richly illustrated in full color and including lots of inspiring examples the book will teach you how to Create a powerful digital presence and develop the right digital content for your goals Build your self brand and manage your online reputation Showcase your best work online Grab a hiring manager s attention in seconds Packed with dynamic infographics visual resumes and other creative digital portfolios The Infographic Resume reveals the most effective tools eye catching strategies and best practices to position yourself for any job in any kind of business In today s free agent economy The Infographic Resume is a must for anyone looking to stand out among the competition Sharlyn Lauby president of ITM Group Inc If you re on the market you need to read this book and follow its guidance immediately Alexandra Levit author of Blind Spots The Career Coward's Guide to Resumes Katy Piotrowski,2008 This third book in the Career Coward s series helps readers tackle the Herculean task of assessing their strengths and creating a paper sales document about themselves In her friendly and comforting style career coach Katy Piotrowski walks readers though all the basic steps of writing a resume and cover letter that fairly promotes their strengths and experiences without sounding like bragging You ll learn how to determine what to include on your resume for great results develop your unique experiences into powerful resume content follow a foolproof process for creating a resume that works and write outstanding cover letters in just minutes **The MBA's Guide to Career Planning** Elwood F. Holton,1989 **Designing the Perfect Résumé** Pat Criscito,1995 Job seekers will find step by step instructions for creating an effective resume that presents their background and qualifications in the very best light They will learn the

difference between functional and reverse chronological resumes and get advice on which style is best for their needs They ll also find tips on making the most effective use of type fonts graphic devices and attractive layout when preparing a resume as well as advice on creating electronic resumes Many different job categories are reflected in this book s 220 sample resumes which can be adapted and personalized for use by job seekers New in this are more than 100 new resume designs created by members of the National Resume Writers Association NRWA

Introduction to the Health Professions Peggy Stanfield,Nanna Cross,Hui Hui,2009-07-09 Completely updated Introduction to the Health Professions Sixth Edition provides the most current comprehensive coverage of all the major health professions This popular text outlines more than 75 careers and touches on every major facet of the field including training requirements job responsibilities and salaries This fundamental resource provides a thorough review of the U S healthcare delivery system managed care health care financing reimbursement insurance coverage Medicare Medicaid and the impact of new technology on healthcare services Written specifically for students who plan to become healthcare professionals this text will give you all the information you need for a successful career Key Features Outlines more than 75 careers Appendices on salaries career information resumes and job hunting Key terms and objectives for each chapter Career advice and descriptions to help students find the best profession for them Invaluable career specifics and resources Transition Guide available for instructors Companion Website available for students Publisher s website

Killer Cover Letters and Resumes ,2008 *Your Career* Jason R. Rich,2001 Coaching has revolutionized career guidance but has remained the privilege of those at the top of their careers Your Career goes a step beyond job finding skills to offer coaching basics to people building their careers as it helps readers identify obstacles to their success

Introduction to Professional Practice Darnice R. Langford,1996-08 **Graduate Student Packet** ,1994 **Microsoft PowerPoint 2000 Introductory Edition** Kenneth C. Laudon,Kenneth Rosenblatt,1999-08 Part of the Interactive Computing series this text provides a visual way of developing and applying software skills This edition looks at Microsoft PowerPoint 2000 and it includes business focused case studies and Hot Tips boxes for advice

Microtimes ,1989 **Best Resumes for Accountants and Financial Professionals** Kim Marino,1994-02-16 The founder of the Just Resumes writing service and author of several popular resume books Kim Marino now offers practicing and prospective accountants and financial professionals a practical highly targeted guide to writing winning resumes

Ignite the flame of optimism with Crafted by is motivational masterpiece, Fuel Your Spirit with **Creating A Resume As A Marketing Tool** . In a downloadable PDF format (*), this ebook is a beacon of encouragement. Download now and let the words propel you towards a brighter, more motivated tomorrow.

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Creating A Resume As A Marketing Tool Introduction

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