



## GET IN TOUCH

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# Hey! I'm Philip. Marketing Enthusiast. Living In Newcastle Upon Tyne.

As a creative and diligent young professional, I am focused on developing a career in the field of marketing, advertising and digital media. I am extremely self-motivated with excellent interpersonal and organisation skills: I strive to achieve high standards at all times and have a strong desire to succeed. My success to date is due to my ability to understand business strategies, impart product knowledge and maximize goals. I am an excellent communicator, with impeccable customer service skills, proven throughout professional conduct.

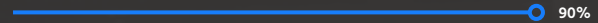


## TECHNICAL SKILLS

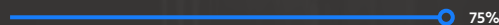
PHOTOSHOP / ILLUSTRATOR / INDESIGN / DREAMWEAVER



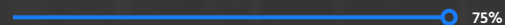
PARDOT (MARKETING AUTOMATION SOFTWARE)



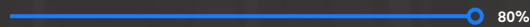
SALESFORCE (CRM)



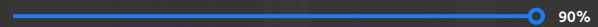
GOOGLE ANALYTICS



GOOGLE ADWORDS



SOCIAL MEDIA



## EXPERIENCE

### Customer Marketing Manager

SaleCycle, Durham UK  
AUG 2016 - PRESENT

### Advertising Marketing Manager

SaleCycle, Durham UK  
APR 2015 - AUG 2016

### Marketing Executive

SaleCycle, Durham UK  
OCT 2013 - MAR 2015

## EDUCATION

### (BA Hons) Design: Multimedia & Graphics

The University Of Sunderland  
2005 - 2008

### National Diploma, Multimedia

Gateshead College  
2003 - 2005

### GCSE'S / GNVQ'S

Lord Lawson Of Beamish School  
1999 - 2003

## WHAT PEOPLE ARE SAYING



**Mohammed Kibiria**  
Social Media Planner, Twitter

JUNE 2016

"Phil was one of my best clients at Twitter. Aside from his great personality and open approach, he was always thinking of ways to improve on what was being done, even if campaigns were already going well. Instead of just looking at what was being done at the present, he would look at past campaigns and new tools to prepare for the future. He always had new ideas that we could discuss, ensuring that it wasn't just the same updates being made all the time. I would be very happy to work with Phil again in the future,"



**Rob Earnshaw**  
Director, Creative North

JUNE 2016

"Philip approached Creative North tasked to raise the profile of SaleCycle to the talent in the North East. Phil was very professional, persuasive and enthusiastic about his role and spoke passionately about his company SaleCycle. We agreed to run a slot in our TV show #ourcreativenorth and he worked with our marketing dept. Phil is obviously very passionate and capable at what he does, I would certainly recommend people to engage and work with him."



**Kez Barnaby**  
Senior Account Manager, Twitter

SEPTEMBER 2015

"I absolutely loved working with Philip. Our conversations were a highlight for me as he was super creative and capable and also very willing to readily receive external advice to get the best ROI and general results on his Twitter marketing. We had lots of fun doing some A/B testing with content - we even ran ourselves a little competition at one point - to show and to test what kind of tone and wording worked the best with his audience and to show how the most subtle nuances in tweets can make a difference! He was friendly, fun and courteous whilst still being an absolute professional. Clearly very results-driven and determined to achieve fantastic ROI and KPIs for his company he is creative, organised and analytical. Everything you could ask for! I hope I have the chance to work with him again one day."

## WHO I'VE WORKED WITH



REISS

ANTHROPOLOGIE



العربية للطيران  
airarabia.com