 +44 7720529974

 caitlinmmartin98@gmail.com

 Glasgow, United Kingdom

Caitlín Martín

Content Marketing Specialist

PROFILE

As an experienced Content Marketing professional with over 5 years of success in devising and implementing multi-platform digital strategies across L&D, technology and e-commerce, I am seeking to leverage my experience to drive innovative and impactful campaigns in a management role.

CORE SKILLS

- Copywriting
- Social Media Strategy
- Content Production
- Email Marketing
- Analysis and Reporting
- Client Management
- Creative Storyteller
- Brand Strategy
- Leadership
- SEO Optimisation

TECHNICAL SKILLS

- HubSpot
- Mailchimp
- Adobe Creative Suite
- Meta Business Manager
- Wordpress
- Canva
- Shopify
- Google Analytics
- Semrush
- Maglr

EXPERIENCE

2022- PRESENT

INSIGHTS LEARNING AND DEVELOPMENT

Content Specialist/ Copywriter

- Implement high level content creation in line with strategic objectives and commercialised content strategy.
- Co-ordinate with the demand generation team to optimise written content for SEO and digital campaigns, increasing blog traffic by 63.96% from 2022-2023.
- Serve as content specialist across multiple regions, including EMEA and APAC, managing content end-to-end.
- Direct line management of freelancers and translators across various regions.
- Co-ordinate with Account Managers on the creation of customer-centric content, ABM campaigns, sales collateral, and client proposals.
- Create value-added, educational content for our target markets including web, social media, ebooks/whitepapers, event collateral, case studies and more.
- Manage stakeholder relationships both internally and externally.

2020-2022

PURE GALLUS SOCIAL

Digital Marketing Manager

- Reported directly to the CEO regarding all marketing functions.
- Responsible for the planning and execution of all in-house email marketing strategies (Mailchimp) with an above industry average open rate of 37.36%, 2.37% CTR and seeing results such as a 51.40% sales email open.
- Co-ordinated and executed in-house marketing campaigns across multiple platforms.

EDUCATION

UNIVERSITY OF GLASGOW

2020/21

MSc Media, Communications and Interational Journalism, Distinction


Explored the latest in media, communications and audience theory alongside research methodologies, media law, data analysis and visual storytelling, enhancing my production and editorial skills.

2016-2020


MA History, First Class Honours


This MA developed my critical reasoning and analytical skills as well as ability to objectively problem solve. It also enabled me to develop my skills in detailed research, and understanding theories and concepts within the discipline.

QUALIFICATIONS/LICENSES

 **Marketing Week Mini MBA with Mark Ritson**
Grade: A

 **HubSpot Academy**
SEO Certification

 **Google Digital Garage**
Fundamentals of Digital Marketing Certification

 **Google Analytics Academy**
Advanced Google Analytics

PERSONAL OVERVIEW


QUALITIES

- Ambitious
- Motivated
- Communicative
- Collaborative
- Creative


VALUES

- Honesty
- Integrity
- Authenticity
- Kindness


INTERESTS

 Running

 Music

 Reading

 Podcasts

 Travelling

 Hiking

REFERENCES:

Available upon request.



CREATIVE PORTFOLIO


Check out my portfolio at:


www.caitlinmmartin.com

SOCIAL CHANNELS

Check out my former work here:

@puregallussocial  

@strongher_women 

@obu 

LET'S CONNECT!

Find out more by connecting
on LinkedIn!



<https://www.linkedin.com/in/caitlinm-martin/>

- Attended and contributed to strategy and ideation meetings with senior management.
- Management and responsibility for the direction and delivery of all in-house blog content including SEO, design and copywriting.
- Direct line management of junior marketing staff to help them deliver on KPIs.
- Community and clientele management through CRM and e-commerce platforms including tag management and delivery of subscription model products.
- Managed both internal and external stakeholder relationships.

Digital Marketing Executive

- Coordinated client social media strategies across various industries.
- Created cross-platform copy in line with client brand voices.
- Produced in depth analytics reports and audits for consultancy clients.
- Developed digital assets and graphics to be used across various online platforms including both the creation of visuals and short form video content.
- Managed multiple social media account calendars and liaised with clients to ensure cohesion with internal business strategies.
- Co-hosted multiple online events and masterclasses aimed at B2B clientele.

2019- 2021

SPELFIE, THE SPACE SELFIE

Digital Marketing Assistant

- Planned and delivered content across multiple social media platforms in line with in-house strategy. Liaised with senior leadership to deliver launch strategies and event activation sequences.
- Took a lead on the audit development and analysis of brand voice to define a clear and cohesive message across all internal and external communications.
- Collaborated with external Public Relations agencies to maximise all PR and media opportunities.
- Worked with external partners, such as the BBC, to create and distribute collaborative marketing strategies.

Social Media and Digital Marketing Intern

- Planned and delivered content across multiple social media platforms in line with in-house strategy.
- Assisted in the development of brand guidelines and voice.
- Created digital assets and graphics to be used across multiple platforms.
- Executed digital marketing plans and campaigns.