



# CAMRON DORÉ

## PERSONAL PROFILE

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My interest in media started way back in childhood where I used to design, create and distribute custom magazines custom websites, shows, films and interactive video quizzes. After studying Media at both GCSE and A-Level standard, Post-COVID I have been working for Digital Marketing, PR and Influencer Agency Brandnation located in London. I have taken charge of key responsibilities. Including heading up all internal and client Email Marketing campaigns. These tasks included the design of templates, reporting of campaigns, onboarding of new clients and audience data segmentation. Additionally, I have run client's social media accounts month-to-month, web development for the Brandnation website, SEO reports and implementation and Meta Business Manager ad campaigns.

## CONTACT

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-  Bromley, London
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-  07375 079159
-  /camrondore
-  Langley Park School for Boys - GCSE and A-Level, Apprenticeship Connect Level 3 Digital Marketer

## SKILLS

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- Adobe Photoshop, Premiere Pro
- Microsoft Office Suite
- Web Design on Squarespace, Wix, WordPress & Elementor.
- Social Media on SproutSocial, Hootsuite & Loomly.
- Communication with work-load and to audiences
- Working under pressure to meet deadlines
- Email design on Klaviyo, DotDigital, MailChimp & HubSpot.

## WORK EXPERIENCE

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### Brandnation, Digital Marketing Executive

AUG 2021 - SEP 2023

- Assist Manager in the day-to-day functioning of the Brandnation digital marketing department.
- Head up the EDM department. Managing multiple clients' email marketing campaigns on Klaviyo, DotDigital, MailChimp and HubSpot.
- Draft and schedule multiple clients organic social on Hootsuite, Sprout and Loomly.
- Designed a Squarespace website for Splitting Edges band, whilst edit WordPress Brandnation website.
- Report and analyse multiple digital campaigns.
- SEO and Meta Business Campaign experience.

### Abounding Limited, Head of Digital Marketing

SEP 2019 - APR 2020

- During my apprenticeship, I took control of all the company's social media in a team of myself.
- I created all the content to be posted, including Facebook Ad campaigns, blog writing, email marketing, and analysing client statistics.

## QUALIFICATIONS

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**City & Guilds:** DISTINCTION in Level 3 Digital Marketing

**BCS:** Fundamentals of Digital Marketing Level 2 PASS, IT Skills Level 2

**GCSE:** 5 in Mathematics, 6 in English Lit/Lan, C in Science, B in Drama, C in Media, B in History, and D in German.

**A-Level:** B in Media, B in Sociology, and D in History.

**Google Digital Garage:** Fundamentals of Digital Marketing course complete.