

MARKETING STRATEGIST**OBJECTIVE**

A businessperson once said that 'if you win a person's heart, they will give you their hand' (money, resources etc...) ~ *David Adabale*. Theodore Roosevelt also said, 'people don't care how much you know until they know how much you care.' There is something so creatively fascinating about the power of marketing that influences consumers about a brand.

I have always had a natural flair for marketing right from my early years. I was the go-to person for marketing support within my network. My passion for marketing has led me to work with Small and Medium Enterprises (SMEs) and Entrepreneurs from various industries to amplify their brand, connect with their audience, and expand their reach.

I am a self-motivated, well presented, results and target driven individual with a solid experience in Marketing, Business Administration, Client Relationship Management, GDPR Compliance, Database Management, Grants Management, Project management, Content Design, Graphic Design, Web Design, Supporter Services and Fundraising. I have a logical and creative approach to problem solving and able to see projects through to the end.

My personal mission is to make a positive change in the world by helping people and organisations fulfil their purpose through marketing, and community engagement.

Resourceful, creative, and proactive, I combine effective communication and organisational skills in my area of work. I am able to identify opportunities and deliver a satisfactory outcome, whilst providing a consistently high level of care to clients. I am comfortable using Adobe packages, Microsoft office packages, various CRM software. In addition, I am a fast learner and able to pick up new programs and function quickly.

I welcome new opportunities, challenges, and growth.

AREA OF EXPERTISE

- ❖ Marketing & PR
- ❖ Administration
- ❖ Client Relationship Management
- ❖ Brand Management
- ❖ Social Media Management
- ❖ Operational Management
- ❖ Events Management
- ❖ Graphic & Content Design
- ❖ Database & Software Management
- ❖ Adobe Creative Cloud
- ❖ MS Office Suite
- ❖ Team Leadership
- ❖ Compliance & GDPR
- ❖ Legal Secretary
- ❖ Organisational & Interpersonal skill
- ❖ Creativity
- ❖ Project Management
- ❖ Fundraising & Supporter Care

WORK HISTORY

CEO | MARKETING STRATEGIST

JESSICA MAE MARKETING (FORMALLY KNOWN AS JESOBİ CONSULTING), 27 OLD GLOUCESTER STREET, LONDON, ENGLAND, WC1N 3AX - 5TH OCT 2015 – PRESENT

RESPONSIBILITIES:

Marketing Agency

We create, develop, and execute innovative marketing strategies for brands, to enable them ACE their marketing objectives; **Amplify** their brand, **Connect** with their audience, and **Expand** their reach.

WORK HISTORY

PRACTICE MANAGER (GDPR)

LONSDALE & MAYALL SOLICITORS, SWANLEY - 24 JULY 2017 – 6TH JULY 2018

RESPONSIBILITIES:

Provided leadership and management skills to enable the practice to meet its agreed aims and objectives within a profitable, efficient, safe and effective working environment whilst maintaining the highest standards of confidentiality and integrity.

Project Management & Compliance Management

- Successfully ensured compliance of GDPR (General Data Protection Regulation)
- Developed, Implemented the firm's Policies & Procedures in line with GDPR
- Trained staffs on the new GDPR
- Conducted annual reviews of files, procedures and systems and addressed appropriate corrective actions
- Successfully Conducted SQM digital system & file audits, to ensure compliant recertification of the Firms Legal services, resulting in improved time service
- Ensured compliance with Employment Law and Health & Safety Legislation.
- Compiled and prepared reports necessary for compliance program
- Managed all personnel files to include inductions, contracts, grievances, disciplinary and absences (either ill health or holidays) whilst ensuring appropriate cover at all times.
- Managed recruitment including identification of role vacancies, preparation of job descriptions, advertising and interviewing and assessing candidates. Maintained continuous professional development and training records.
- Contributed to and managed staff social activities.
- Ensured up to date records were kept of the Firm's staff databases.

Marketing, Client Care and Practice Development

- Created & managed the firm's social media platforms for increased visibility & revenue
- Administered client feedback surveys and collate/report the results to the Principal and Firm.
- Assisted with training, systems and procedures to ensure the Firm delivers excellent client care.
- Controlled a marketing budget. Evaluated and reported the effectiveness of marketing activities.
- Maintained an effective client database which enables the identification of cross-selling and upselling and referral opportunities (and monitor related activities).
- Developed and monitored systems to generate referrals (both internally and externally).
- Administered marketing campaigns and events (according to the marketing plan).
- Identified opportunities to promote the Firm within the local community, professional referral sources and targeted client sectors.

WORK HISTORY

2013-2015 (Temping through Harris Hill Agency)

I worked as a temporary staff through Harris Hill agency for a wide range of non-profit organisation such as MacMillan Cancer Support, WaterAid, Bliss, Friends of The Elderly in providing administrative, events, grants, and fundraising support to enable the organisation carry out its mission. See responsibilities below:

GRANT OFFICER / SUPPORTER SERVICES OFFICER

FRIENDS OF THE ELDERLY, VICTORIA, LONDON - 7 JULY 2014 – 30 OCTOBER 2015

RESPONSIBILITIES as Grants Officer:

Full Cycle Grants management:

- Managed the grant making process, taking them through each stage of the grant application process from initial application, assessment, preparing documentation for Grants Assessment Committee, to recommendation, payment of one off and regular grants, file closure and maintaining electronic and paper records of progress at all stages)
- Designed and implemented grant guidelines and application forms
- Acted as a key point of contact for grant programme and grant activity enquiries
- Kept in touch with regular allowance beneficiaries by monthly letter, telephone, birthday cards, Christmas presents and cards.
- Placed orders of white goods to external suppliers on behalf of some grant beneficiaries.
- Sole management and maintenance of the grant's database (Icaris).
- Liaised with other funders (for the purposes of sign-posting unsuccessful applicants), community development workers, community and voluntary organizations, networks and support agencies.
- Liaised with colleagues in the Trust Fundraising Department to support their work in raising external funding to support our activities.
- Weekly & Monthly Report writing – Provided grant summary reports, outcomes and case study analysis reports.

RESPONSIBILITIES as Supporter Services Officer:

- Income processing
- Supporter Experience
- Database Management and Administration
- Gift Aid Processing
- Extensive Liaison with Other departments
- Other admin as needed such as supervising the Supporter Development Assistant. Managed and handled incoming and outgoing posts for fundraising team as well as providing database training to the team when required and also new employees in the fundraising department.

SUPPORTER CARE ASSISTANT,

BLISS, HEADOFFICE, LONDON BRIDGE, LONDON – 10 FEBRUARY 2014 - 31 JULY 2014 (5 MONTHS TEMP CONTRACT)

KEY ACCOUNTABILITIES:

- Supporter Experience
- Database Administration
- Extensive liaison with the event team and other department to ensure promotion funds to supporters.

Operations Assistant,

WATERAID, HEADOFFICE, VAUXHALL, LONDON – 11 NOV 2013 – 7 FEB 2014 (3 MONTHS TEMP CONTRACT)

- Processed, batched, reconciled and banked all supporter donations onto the Raisers Edge database, within a secure post environment in accordance with WaterAid donations handling policy.

- Assisted with the opening and sorting of the organization's incoming post.
- Processed credit card donations, ensuring that card data is protected and held in-line with business rules.
- Filed and archived supporter files.
- Acknowledged emails, letters and sent information / resource packs where necessary making sure they are dealt with in an efficient and timely manner.
- Maintained and updated donor details using the appropriate Database system, Raisers Edge.

NATIONAL & REGIONAL EVENTS ADMINISTRATOR

MACMILLAN CANCER SUPPORT, LONDON - 6 SEPT 2013 – 8 NOV 2013 (3 MONTHS TEMP CONTRACT)

- Provided administrative support to the Events team: registered participants, coordinated outgoing mailings, dispatching merchandise, handling queries from supporters via phone, email and email.
- Wrote and sent personalised correspondence; including thank you letters and also supplied relevant information to supporters.
- Extensive liaison with other departments, regions, suppliers and supporters.
- Provided general administrative support e.g. coordinating meetings, presentations and minute taking.
- Accurate maintenance of the supporter their activities using the SMS Client Server database and manual filing systems.

VOLUNTEER WORK

HEAD OF SOCIAL MEDIA & AUDIENCE RESPONSE

NEW WINE CHURCH, WOOLWICH, LONDON - APRIL 2020 – PRESENT

Responsibilities:

I report to the Director of Media, Communications, and Events in managing the social media & audience response team. Our objective is to increase Visibility, Engagement, Revenue and Data Capture (V.E.R.D) of the Church's various campaigns and operations, through their digital channels and marketing opportunities.

FOUNDER | STEWARD

LUNCH DATE WITH JESUS, ONLINE SISTERHOOD COMMUNITY - WORLDWIDE - 07 JULY 2018 – PRESENT

Responsibilities:

I lead a sisterhood community of members within the United Kingdom and around the world, who are in need of developing their relationship with Jesus through the Holy Spirit in fellowship, partnership, and intimacy. We meet online on the last Saturday of every month where we share our testimonies, pray together, laugh together, share together, cry together, encourage each other, keep each other accountable, and encounter God together.

SUPPORTER DONATIONS ADMINISTRATOR

MACMILLAN CANCER SUPPORT, LONDON - 9 SEP 2012 – 8 NOV 2013

KEY ACCOUNTABILITIES:

- Supporter Experience
- Income Processing
- Database Management and Administration
- Gift Aid Processing
- Extensive Liaison with Other departments
- General Office Administrative duties

LEGAL SECRETARY,

CRAY VALLEY SOLICITORS, ORPINGTON, KENT - (5 DEC 2011 – 31 MAY 2012)

KEY ACCOUNTABILITIES:

- Preparing court forms and statements
- Assisting in producing legal documents like wills and contracts
- Answering and making telephone calls to clients, courts and third parties
- Making appointments and managing diaries
- Drafting and sending emails and letters to clients.
- Office administration duties

EDUCATION

MSc MARKETING – Birkbeck, University of London – October 2022 to Present

PEARSON EDI LEVEL 2 BUSINESS ADMINISTRATION - Bromley Adult Education Centre, Bromley, 22 March 2014

LLB (HONS) LAW - Middlesex University, Hendon, London, 25 September 2012 (Full Time Study 03 Sept 2008 – 24 July 2012).

LEGAL SECRETARY & PA DIPLOMA CERTIFICATE - The Institute of Legal Secretary & Pa's, London, 11 May 2011

A-LEVELS - B6 Sixth Form College, London, 01 Sep 2004 – 20 July 2006

PROFESSIONAL ACHIEVEMENTS

THE INTERACTIVE HEALTH AND SAFETY COMPANY, NOV 2014

Certificate in Manual Handling programme
Certificate in Fire Awareness Training programme
Certificate in Display Screen Equipment programme
Certificate in The Slips, Trips and Falls programme

References

Available upon request