

Claire Elizabeth June Bryden

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“A driven digital marketer my skills are a blend of commercial and creative thinking. I have a sound foundation in traditional marketing techniques, and excel in the creative use of digital technologies. I’m excited about the opportunity to further my knowledge and passion for marketing with The Marketing Academy.”

EXPERIENCE (2009 - 2014)

Account Manager and Speaker: *The Organic Agency (marketing, development, design & consultancy)*

Mar 2013 – Present

- Managing several clients including Renshaw Baking, Plan UK and Control Risks.
- Training clients on marketing, social media and collaboration (including Samsung Europe).
- Speaking at The Digital Marketing Show in London on ‘Generating Leads for Free with LinkedIn’.

Digital Marketer and Project Manager: *Linked4Success (specialists in LinkedIn)*

Sep 2011 – Feb 2013

- Project management and launch of a complex membership website.

Digital Marketer: *Giraffe Communications (full service marketing and communications company)*

Sep 2011 – Feb 2013

- Presenting complex digital strategies to clients in a non-technical straightforward manner.

Social Media Consultant: *Archant Magazines (publishing house)*

Spring & Summer 2012

- Training editors on Twitter & Facebook. Sharing sales psychology tips on call to action and engagement.

Social Media Consultant & Twitter Course Trainer: *Exeter Phoenix (digital media training facility in Exeter)*

Oct 2012 – Oct 2013

- 1-to-1 training and classes of up to 40 people.

Exeter Host: *Pop_Up Creative Mingling (monthly tweet-up events)*

Sep 2011 - Aug 2012

- Hosted and promoted the networking event. On average 55 people attended every month.

Advertising Manager: *The Flying Post Magazine (SW print publication)*

Aug 2011 – Feb 2012

- Secured a partnership with Urban Outfitters to win their only ever advertising deal with a magazine.

Marketing Officer: *Exeter Phoenix (creative and cultural hub in the city)*

Feb 2011 – Aug 2012

- Responsible for the digital communication of over 100 events every season.

Digital and Marketing Officer: *Redfront (marketing & arts engagement company)*

Jun 2010 – Sep 2011

- Managing the ‘Count Me In’ project, where 12 young people created and ran digital projects in 12 museums.

House Assistant: *Torre Abbey (museum and art gallery)*

Aug 2009 – Jun 2010

- Assisting the marketing team, curator and education officer.

MARKETING HIGHLIGHTS

Social Media Strategy and Training | Samsung

Training and strategy for Samsung B2B Europe, focusing on live events and sales leads.

Marketing Collaboration and Digital Innovations Training | Real Good Food Company

Two day event for over 30 marketing and product specialists. Focusing on collaboration and innovation.

Successful Website Launched | renshawbaking.com

Managed the project from design, marketing and development for a successful launch. I now manage the marketing and sales strategy.

Featured In Devon Life Magazine & Online | Professional Viewpoint

As a social media expert I was asked to write a piece advising businesses on a successful strategy.

LinkedIn Expert | Linked4Success

By spending hundreds of hours on the #1 social media website for business I have unlocked LinkedIn's secrets for my clients. One client generated a lead worth 17.5% of his annual turnover during a training session.

EDUCATION AND TRAINING

Pardot | 2013 | Marketing Automation Conference

How to market to segments of one, techniques for customer lifecycle, and increasing average order spend.

Exeter Phoenix | 2012 | 1-on-1 Design Training

Course in advanced use of InDesign and Photoshop, with design principles training.

University of Wales, Aberystwyth | 2006 - 2009 | Art History and Education

BA (Hons) First Class, joint honors degree.

Focusing on communicating art; writing a 12,000 word dissertation exploring the role of advertising tycoon Charles Saatchi in today's art world.

University of Wales, Aberystwyth | 2005 - 2006 | Mathematics

BA (Hons) degree - incomplete. After a year of mathematics, it was clear I belonged in a more creative degree.

Torquay Grammar School for Girls | 2000 - 2005 | Variety of subjects

A'Levels: A B B C

GCSEs: 10 A* - C

INTERESTS

Art

I enjoy art and making connections between it and history, popular culture and what I read.

Collecting Vintage Treasures

I adore 50s jewellery, clothes, art and design, and travel to find key pieces to add to my collection.

The Outdoors

Living in Devon it's impossible not to love the sea & walking - slightly addicted to Instagramming views.

REFERENCES

James Moffat, Leader, The Organic Agency
contact details by request

Sarah Hughes, Founder, Linked4Success &
Managing Director, Giraffe Communications
contact details by request