

# ELIZABETH WILLIS

I graduated from Winchester School of Art (University of Southampton) with a First Class Honours degree in Fashion Marketing in July 2018. I am friendly, polite and considerate of others; these qualities allow me to work effectively in teams as well as independently. I am conscientious and diligent. I will fully apply myself to any task and never leave a job unfinished, and my versatility enables me to adapt quickly to new roles of all kinds. My enthusiasm, curiosity and ambition mean that I am always willing to step up to a challenge and that I am driven to learn new skills to expand my abilities as a marketing professional.



On Request



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LinkedIn Profile



Online Portfolio

## EXPERIENCE

### DIGITAL MARKETING EXECUTIVE // ALPINE ANSWERS

*Aug 2019 - Present*

Within my current role, I am responsible for the digital marketing and content creation for Alpine Answers and Alpine Luxury Chalets.

- Manage the social media accounts for both brands, including Instagram, Twitter, Facebook and Pinterest.
- Writing and designing a biweekly email newsletter for over 7,500 subscribers. My emails average an open rate of 21% and a click rate of 2%.
- Create videos for the brand YouTube channels and websites. Since I started in my role, YouTube video views have increased by over 600%.
- Primary content writer for the Alpine Answers ski blog, regularly writing posts on a variety of topics related to the ski holiday industry.
- Create and update content for the brand websites, including landing pages and descriptions of the chalets we sell.

I also complete ad-hoc marketing tasks as and when required.

### ADMIN REP // CRYSTAL SKI

*Nov 2018 - Apr 2019*

As Admin Rep, I worked alongside the resort team and Austria head office to ensure the smooth running of all St Anton's resort administration.

- Responsible for organising guest's 'ski packs' for their arrival: including 250+ lift pass orders a week and accurate, up-to-date information letters
- In charge of the accounting and finance for the Rep Team in St Anton: personally responsible for over €30,000 of company cash throughout the season
- A key member of the Transfer Day Team: delivered speeches to arriving and departing guests and solved queries and complaints
- Sold lift passes, equipment and activities to guests to enhance their holiday experience: made over €50,000 in sales
- St Anton's 'Content Champion': ensured that the Crystal Ski Explorer App and all online content was kept updated and accurately described St Anton for Crystal guests

## SKILLS

- **Considerable experience of social media management:** in charge of social media accounts for Alpine Answers and Alpine Luxury Chalets
- **Highly creative thinker:** first-class honours for degree in a creative subject, regularly use graphic design and creative writing skills in my current position
- **Wide range of IT skills:** Use Microsoft Office, Google Docs and Adobe Creative Suite daily in my current job.
- **Excellent time management:** managed my own working hours and tasks in my role as Admin Rep for Crystal
- **Strong team member:** worked successfully as a member of the Crystal rep team, both in resort as well as part of the larger West Austria team
- **Great visual presentation skills:** received high marks for digital presentation skills at university
- **Strong written communication skills:** regularly write copy for blog posts, landing pages and chalet descriptions in my current role

## FASHION INTERN // YOU & YOUR WEDDING

Oct 2018

I interned for one week in the Fashion Cupboard of You & Your Wedding magazine in October 2018.

- Responsible for organising the fashion cupboard after a shoot in Bali
- Sorted and returned over 60 wedding dresses and 150 jewellery samples to their respective PR, designer and independent boutique contacts
- Created 'contact sheets' of images sent in by wedding photographers to aid the graphic design team in their layout design for the regular Your Wedding feature

## SCANNING ASSISTANT // BROCKWOOD MEDICAL PRACTICE

Mar 2017 - Nov 2018

During university, I was a member of a bank of students who are called upon to assist the scanning team at an NHS doctor's surgery in Brockham, Surrey.

- Scanned patients' clinic letters, referrals and results on to their electronic notes, which requires a high degree of accuracy and confidentiality

After graduating, I worked at the surgery on a part-time basis.

- Role extended to covering for the full-time Scanning Assistants during their annual leave
- Undertook other administrative duties including preparing for the switch to electronic prescriptions and the organisation of patients' paper notes

## PR INTERN // COACH

Aug 2017

I completed a one-month internship in Coach's Press Office

- Monitored print and online sources for coverage, logging and compiling in weekly and monthly reports used throughout the company
- Responsible for maintaining and organising the sample cupboard using Fashion GPS, as well as sending and returning samples to and from press contacts
- Packed over 100 boxes in preparation for the press office move, and created a spreadsheet system to keep the samples organised and accessible
- Packaging and delivering the VIP gifting.
- Responsible for training the new PR intern so that she was able to take over my role once I had left

## INTERESTS & HOBBIES

In my spare time, I enjoy keeping fit. I regularly visit the gym and I am currently training for a 5k run. I also love to travel - particularly on active holidays like skiing or scuba diving. In 2016, I became a certified Open Water diver, and I would love to further my qualifications in the future.

For the past 6 years, I have been an avid collector of cacti and succulents. I now have over 50 plants in my collection.

• **Excellent verbal communication skills:** regularly presented to both large and small groups of guests travelling with Crystal

• **Hardworking, conscientious and focused:** achieved high grades in all academic studies

• **Strong organisation skills:** personally responsible for collecting, distributing and returning over 250+ lift passes, at an average cost of €60,000, for Crystal every week in St Anton

• **Great accuracy and attention to detail:** worked with confidential patient records and notes as Scanning Assistant at an NHS doctor's surgery

## EDUCATION

### BA (HONS) FASHION MARKETING // FIRST CLASS HONOURS

2015 - 2018

Winchester School of Art, University of Southampton

### A-LEVELS // A\*AA

2013 - 2015

The College of Richard Collyer, Horsham, West Sussex

- Awarded in Politics, History and Art & Design
- AS Level awarded in 2014: Music Technology (B)

### GCSE // 8 A\*s, 2As

2008 - 2013

Reigate Grammar School, Reigate, Surrey

- Including English, Maths, Science, Art & Design and Music

## REFERENCES

Available on request