

ELIZABETH WILLIS

Digital Marketing and Social Media Executive with substantial experience in content creation, editing and copywriting. Diligent and versatile team player, with an enthusiasm for social media and marketing. Excellent organisation and communication skills; thrive in fast-paced, challenging environments where able to demonstrate creative flair. Fashion Marketing graduate with First Class honours from Winchester School of Art, part of the University of Southampton (Russell Group).

EDUCATION

BA (Hons) Fashion Marketing

First Class Honours

Winchester School of Art, University of Southampton
2015 - 2018

Politics, History and Art & Design A Levels

A*AA

The College of Richard Collyer, Horsham
2013 - 2015

SKILLS

- Substantial experience of **social media and content creation**
- Exceptional **organisation** skills
- Strong **numerical** skills
- Excellent **visual, oral and written communication** skills
- Impeccable **time management**
- Outstanding **attention to detail**
- Highly **creative** thinker
- Strong understanding of the **Adobe Creative Cloud** software including Photoshop, Lightroom, InDesign, Illustrator, Premiere Pro and After Effects



EXPERIENCE

Digital Marketing & Social Media Executive

Alpine Answers, London

Aug 2019 - Present

Currently the sole member of the marketing team. Manage all aspects of digital marketing for the Alpine Answers and Alpine Luxury Chalets brands, including social media accounts.

- Create, edit and execute social media strategy and content calendar for both brands across Instagram, Facebook, Twitter, Pinterest and YouTube
- Since starting, increased followers on Instagram by 52% (@alpineanswers) and 315% (@alpineluxurychalets)
- Grown monthly unique viewers on the Alpine Answers Pinterest page from 1,300 to over 320,000
- Create, edit and upload videos for use on YouTube channels and brand websites: Alpine Answers YouTube channel views have increased by over 600%
- Write and design a biweekly email newsletter for over 7,500 subscribers: average open rate of 21% and a click rate of 2%
- Develop and update content for brand websites, including landing pages and blog posts
- Compile reports and consumer insights for Partners and present competitor research

Admin Rep & Office Manager

TUI Crystal Ski, St Anton am arberg, Austria

Nov 2018 - Apr 2019

Managed the admin office for the rep team in St Anton, working alongside the Austria head office to ensure the smooth running of the Crystal Ski operation in resort.

- Organised guest's 'ski packs' for their arrival: including 250+ lift pass orders a week (averaging €80,000) and accurate, up-to-date information letters
- In charge of the accounting and finance for the resort: personally handled over €30,000 of company cash throughout the season
- A key member of the transfer day operation: presented speeches to arriving and departing guests and solved queries and complaints
- Sold lift passes, equipment and activities to guests: made over €50,000 in sales
- St Anton's 'Content Champion': managed and updated the Crystal app and all online content to accurately describe the resort to guests