

Contact

Whitby, North Yorkshire/Leeds

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Education

2019 - Present, University of Leeds

Digital Media BA (Final year):
Predicted 1st Class degree

2010 - 2017, Caedmon College
Whitby

A-Levels (Jun 2017): Graphic
Communication(A*), Biology(A)

BTEC Level 3 (Jun 2017): Applied
Law (QFC) (Distinction*)

GCSEs (Jun 2015): 9 GCSEs at
Grades A*- B (Mathematics and
English at grade A)

Certificates and Training

Digital Marketing Tools: Create a
Marketing Campaign from Start to
Finish, LinkedIn, [Feb 2023](#)

Learning Documentary Video:
1 Planning and Pre-production,
LinkedIn, [Feb 2023](#)

Digital Copy Writing For Websites,
CIM, Jul 2022

SEO: Competitive Analysis, LinkedIn,
[Apr 2022](#)

Discovery Foundations Programme
Discovery, 16 hour programme,
graduated Oct 2021

Editing and Proofreading Made
Simple, Project Management Institute
(PMI), [Aug 2021](#)

Fundamentals of Digital Marketing
Google Digital Garage, Jul 2021,
[Credential: LCT D7C AVY](#)

Become a Social Media Marketer,
LinkedIn, [Jul 2021](#)

Premiere Pro 2020 Essential Training,
LinkedIn, Jul 2021, Credential ID
AazN8pHI9KN2pf5wczBYSwm8bubj

ANNA CHADFIELD

I am a final year BA Digital Media student at the University of Leeds with a range of experience in marketing, communications and media. Through working with a variety of teams, organisations, and clients, I have gained strong communication skills. I am always willing to support the team where I can. I understand the need to use my initiative while also being willing to learn and collaborate with my team.

Relevant Course Projects

Jan 2021 - May 2021 **Duolingo Campaign, Project Lead**

Module: Working in
Digital Media Teams

- Led a student project responding to a brief to create a multi-channel marketing campaign for Duolingo.
- Composed the project pitch document; proofread and edited contributions from multiple authors.

Jan 2021 - May 2021 **Research Zine, animation, and website**

Module: Digital
Media and the
Senses

- Used various research and data collection methods to investigate the representation of disability online.
- Created several outputs to communicate the issue in an accessible and engaging way, including a digital Zine and short animation, both published on a website.

Employment History and Experience

Sep 2021 - present **Marketing and Communications Assistant**

British Horse Society

- Created, edited and evaluated digital content and copy for various digital channels.
- Assisted in the development and Launch of the new BHS Website, creating, editing, testing, uploading and evaluating the performance of website content using a CMS.
- Independently delivered an extensive piece of competitor research that informed wider membership revenue and customer research work.

A 2022 - present

Rachel Chadfield
Equine Massage

Brand development and communications (Freelance)

- Manage and create content for and edit a small freelance business's website.
- Designed the brand logo and various brand collateral.

Jul 2021 & Jul 2020
(3 days each)

Bright Network,
Virtual

Business, Operations & Marketing Internship

- Produced a proposal deck for the expansion of Enterprise Car (2020) and a flower company (2021) detailing the logistical and budget considerations for my chosen city.
- Justified decisions with a customer profile, market research and marketing plan.
- Effectively applied the industry insights gained from various speakers, including Google, Enterprise, BBC Studios, Virgin and Nestle, to a practical work sample.

Technical & IT Skills

Experience with a range of software packages, including, Microsoft Office, MS Teams, Outlook, Google Suite, Adobe Creative Suite, and SPSS.

Experience using various CMS, including Umbraco and WordPress.

Experience hand coding, using HTML and CSS templates and creating WordPress templates.

Familiar with Javascript, p5.js, Python, and PHP.

Experience in Photography and Videography. I have operated a range of DSLR cameras and professional camcorders.

Experience using Dotdigital for emails and newsletters.

Experience using Sprout Social and Meltwater to gather insights and have used Meta Business Suite.

Positions of Responsibility

Sep 2020 - June 2021 Student Leader, University of Leeds

I represented students on my course, gather and report student feedback, and signpost students to relevant advice and support.

July 2019 (4 weeks), Volunteer Leader, PMGY Sri Lanka

I led the daily feeding and cleaning duties at a turtle sanctuary, assisted with child care and led activities at a local girls' home.

Interests

Equestrian: I ride regularly and am a former National Para (grade 4) Dressage Rider. I co-own and retrain a young ex-racehorse with my sister and volunteer with the RDA.

Food and Cooking: I enjoy cooking as a way to relax and regularly cook or bake for my student house.

Photography and Videography: I enjoy experimenting with shot compositions, perspectives and editing to create different effects have been a Member of Leeds Student TV (LSTV) society and help with friends' film projects.

Employment History and Experience (Continued)

Apr 2016 - 2021

Rosedale Holiday Cottages

Saltburn

Holiday Cottage Assistant (Seasonal)

- Assist our family business with marketing and advertising, gardening and cleaning.
- Developed and operated a cake baking service for the guests.

Aug 2019 - Jan 2020

Sandsend Holidays, Whitby

Cleaner (Seasonal)

- Cleaning executive holiday cottages during peak periods as part of a small cleaning team.

Jul 2020 - Oct 2020

University of Leeds

Covid-19 Research Internship

- Independently collected data on the most prominent discourse around the pandemic from Facebook.
- Communicated with the lead researcher, writing clear and concise weekly reports.
- Designed and research a graphical timeline of the pandemic in the UK.

Jan 2018 - Apr 2018

Balloon Ventures (ICS), London/Uganda

Entrepreneurial Business Volunteer

- Worked in a multi-cultural team supporting the sustainable development of informal sector businesses.
- Collaborated with several Ugandan entrepreneurs to develop and implement business development plans.
- Assisted with entrepreneurial training, idea development, market research and finance management.
- Led the design of simple marketing plans, branding and promotional assets.
- Edited and contributed to six business portfolios and pitches.

May 2018 - Sep 2018 & Aug 2017 - Jan 2018

Co-Op Food, Saltburn

Customer Team Member

- Worked in a busy store, effectively communicating and working in a team.
- Duties included checkout, stocking shelves, cleaning, providing good customer service, promoting special offers, and raising awareness of initiatives for local causes.
- Rehired after returning from volunteering with Balloon Ventures in Uganda.

Oct 2017 (1 week)

Emotio Design Group London

Marketing Design, Work Experience Placement

- Assisted the marketing team with designing marketing creatives such as social media and web adverts.
- Independently worked on designs for several clients, including education and luxury travel providers.

References available on request