

Marcus Thompson

Junior Marketing Executive



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Marketing graduate from Leeds Beckett University with a **2:1 degree** and practical experience from a year long placement at a digital marketing agency. Managed social media accounts with a combined following of **28,000+** and contributed to campaigns that generated over **£45,000 in tracked revenue**. Skilled in content creation, email marketing, and analytics, with a strong grasp of SEO fundamentals and paid social advertising. Looking to apply a data driven approach to brand growth in a junior marketing role.

■ EXPERIENCE

Marketing Assistant (Industrial Placement), Brass Agency, Leeds

Jul 2024 – Jun 2025

Completed a 12 month industrial placement with a creative digital agency working across multiple client accounts in hospitality and retail.

- Managed social media scheduling and content creation for **5 client accounts** with a combined following of **28,000+** across Instagram, TikTok, and LinkedIn
- Created **120+ social media posts** per month using Canva and Adobe Express, increasing average engagement rate from **2.1% to 4.7%** across managed accounts
- Assisted with **3 email marketing campaigns** via Mailchimp, achieving an average open rate of **34%** and click through rate of **5.8%**
- Contributed to a paid social campaign on Meta Ads that generated **£45,000 in tracked revenue** for a hospitality client over **8 weeks**

Events and Promotions Assistant (Part-Time), Leeds Beckett Students' Union, Leeds

Oct 2023 – Jun 2024

Promoted student events and managed on the ground marketing for the Students' Union events programme.

- Distributed flyers and managed promotional stands for **15+ events** including Freshers' Week, attracting a total of **4,200 attendees**
- Created event graphics and Instagram Stories that reached **8,500 accounts** per week during peak event periods
- Collected and reported attendee feedback from **350+ survey responses**, informing improvements to the spring events calendar

■ EDUCATION

BA (Hons) Marketing in Marketing, Leeds Beckett University, Leeds

Sep 2022 – Jul 2025

Graduated with Upper Second Class Honours (**64% average**). Dissertation examined the effectiveness of influencer marketing on purchase intent among 18 to 24 year olds, graded **70%**.

- Relevant modules: Digital Marketing, Consumer Behaviour, Marketing Communications, Brand Management, Market Research, Strategic Marketing
- Completed a **Google Digital Garage** certification as part of the Digital Marketing module
- Selected for the **CIM Student Ambassador Programme** in final year

■ SKILLS

Social Media Management (Instagram, TikTok, LinkedIn) • Content Creation (Canva, Adobe Express) • Email Marketing (Mailchimp, HubSpot) • SEO Fundamentals • Google Analytics 4 • Meta Ads Manager • Copywriting • Market Research • Microsoft Excel • WordPress • Campaign Reporting • Presentation Skills

■ CERTIFICATIONS

Google Digital Marketing & E-commerce Certificate, Google

Jan 2024 – Apr 2024

HubSpot Inbound Marketing Certification, HubSpot Academy

Feb 2025 – Feb 2025

■ LANGUAGES

English - Native

■ PROJECTS

President - Leeds Beckett Marketing Society

Sep 2024 – Jun 2025

Led the university's marketing society, organising events and industry networking opportunities for members.

- Grew membership from **45 to 110 students** by running targeted Instagram campaigns and partnering with other course societies
- Organised **8 speaker events** featuring professionals from agencies including Dentsu, McCann, and Jaywing
- Launched a weekly newsletter with **220 subscribers** covering marketing news, job opportunities, and society updates

Freelance Social Media for Local Business

Jan 2025 – Apr 2025

Managed social media content for an independent coffee shop in Headingley on a freelance basis.

- Created and scheduled **4 posts per week** across Instagram and Facebook, growing the account from **600 to 1,400 followers** in 3 months
- Photographed products and interiors for use in posts, with the top performing reel reaching **12,000 views**
- Ran a **Valentine's Day promotion** that resulted in a **40% increase in weekend footfall** according to the owner

■ REFERENCES

Laura Greenwood, Account Director, Brass Agency, laura.greenwood@brassagency.com, +44 7700 900 533

■ EXTRA CURRICULAR ACTIVITY

Content Creator - Personal Blog and Instagram

Jan 2023 – Jun 2025

Ran a personal blog and Instagram account reviewing marketing campaigns and brand strategies.

- Published **40+ blog posts** and grew the Instagram account to **1,800 followers** organically
- Featured in the **Leeds Beckett Student Spotlight** for combining academic study with real content creation

Volunteer - Leeds Digital Festival 2025

Sep 2025 – Sep 2025

Volunteered as an event marshal and social media correspondent during the 3 day festival.

- Live tweeted **12 sessions** and created Instagram Stories reaching **3,200 accounts**
- Assisted with registration and wayfinding for **500+ attendees** across the opening day

5 a side Football League Captain

Sep 2023 – Jun 2025

Captained a 5 a side team in the Leeds Beckett intramural league for two consecutive years.

- Organised weekly matches and managed a squad of **8 players**, finishing **3rd out of 16 teams** in the 2024/25 season