

# Sophie Clarke

## Marketing Intern

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Marketing graduate from the University of Manchester with hands-on experience in social media management, content creation, and campaign analytics. Managed the student union's Instagram account, growing it to **8,500 followers** and increasing engagement by **65%** over one academic year. Completed a digital marketing internship at a Manchester agency working with **6 client accounts**. Looking to bring creativity, data-driven thinking, and strong communication skills to a marketing team.

## EXPERIENCE

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### Digital Marketing Intern, Bring Digital, Manchester

Jun 2025 – Aug 2025

Supported the content and paid media teams across **6 client accounts** in the retail and hospitality sectors.

- Created **45 social media posts** and **12 blog articles** for client channels, generating a combined **28,000 impressions**
- Assisted with Google Ads campaigns that delivered a **3.2x return on ad spend** for a restaurant chain client
- Built weekly performance reports using Google Analytics and Looker Studio for **4 key clients**
- Conducted competitor analysis for **3 new business pitches**, contributing to winning **2 accounts** worth a combined **£45,000** in annual fees

### Campus Brand Ambassador, Red Bull, Manchester

Oct 2024 – Apr 2025

Promoted Red Bull products across the University of Manchester campus and at local events.

- Distributed **3,000+ product samples** across **15 campus events** over the academic year
- Organised a Red Bull-sponsored study session event that attracted **180 students**
- Created TikTok content for campus activations that received **12,000 views** in total

## EDUCATION

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### BA (Hons) Marketing in Marketing, University of Manchester, Manchester

Sep 2022 – Jul 2025

Graduated with Upper Second Class Honours (**2:1, 67% average**). Dissertation on the impact of micro-influencers on Gen Z purchasing decisions in the UK fashion industry, graded **72%**.

- Relevant modules: Consumer Behaviour, Digital Marketing Strategy, Brand Management, Marketing Analytics, Public Relations
- Completed a live client brief for Boohoo Group as part of the Strategic Marketing module, with our team's campaign concept selected as **best in class**

## SKILLS

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Social Media Management, Content Creation, Google Analytics, Google Ads, Meta Business Suite, Canva, Adobe Photoshop, Mailchimp, Hootsuite, SEO Basics, Copywriting, Microsoft Excel, Presentation Skills, Team Collaboration

## CERTIFICATIONS

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### Google Digital Marketing & E-commerce Certificate, Google

Nov 2024 – Feb 2025

### HubSpot Content Marketing Certification, HubSpot Academy

Jan 2025 – Jan 2025

## LANGUAGES

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English - Native, Spanish - Conversational (A2)

## PROJECTS

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### Student Union Social Media Manager

Sep 2024 – Jun 2025

Took over management of the Manchester Student Union Instagram account as a voluntary role.

- Grew the account from **5,200 to 8,500 followers** over **9 months** through consistent posting and Reels content
- Increased average post engagement rate from **2.1% to 5.8%** by introducing student spotlight features and polls
- Created a content calendar and trained **3 other volunteers** to maintain posting consistency

### Manchester Freshers Fest - Event Marketing Lead

Aug 2024 – Oct 2024

Led the marketing campaign for a freshers week event at the Manchester Academy.

- Designed promotional materials in Canva and coordinated Instagram and TikTok campaigns that reached **22,000 people**
- Sold **850 tickets** within **3 weeks**, exceeding the target by **20%**
- Secured **4 local sponsors** contributing a total of **£1,200** in funding

## REFERENCES

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**Rachel Okoye**, Account Manager, Bring Digital, rachel.okoye@bringdigital.co.uk, +44 7700 900 553

## EXTRA CURRICULAR ACTIVITY

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### Marketing Officer - Manchester Entrepreneurship Society

Sep 2023 – Jun 2025

Managed all marketing communications for the university's entrepreneurship society.

- Designed email newsletters sent to **600+ members** with an average open rate of **38%**
- Promoted **10 speaker events** featuring founders from startups including Gymshark and The Hut Group

### Volunteer - Manchester Food Bank

Nov 2023 – Jun 2024

Volunteered weekly at the Trussell Trust food bank in central Manchester.

- Sorted and packed **120+ food parcels per shift** during **28 volunteer sessions**
- Helped redesign the donation flyer which was distributed to **5,000 local households**