

KATE BECKITT

Marketing Manager

EDUCATION

- **University of Exeter, UK | 2014-2018**


Bachelor of Arts with Combined Honours in History and Spanish: Upper Second Class.


QUALIFICATIONS & SKILLS

- UK Level 3 Personal Trainer, CIMSPA-accredited
- UK Level 2 Fitness Instructor, CIMSPA-accredited
- First Aid trained
- Proficient in Spanish (speaking, reading and writing)
- Content Creation

CONTACT

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 [@katebeckitt](https://www.instagram.com/katebeckitt)

 www.katebeckitt.com/

Freelance Marketer

JULY 2023 - PRESENT

- Working on a range of clients, providing strategy and execution across channels such as email marketing, copywriting, social media and product launch strategy.
- **One Playground:** Developed and executed comms strategy including email marketing, blogs and SEO strategy and execution, and landing page design and creation.
- **LO-KI:** Developed a re-brand strategy focusing on social media, influencers and email marketing to launch a new look and feel and a new product collection.
- **The After School Cookie Club:** Developed and executed an email strategy to drive new sales and awareness of new locations.
- **Home And Dry:** Managed social media including strategy, creation and community management. Introduced email marketing.
- **Eddys:** Worked on a new brand's go-to-market strategy, supporting all aspects and owning copywriting, tone of voice, emails and landing pages.

Fresh Fitness Food, Communications Manager

AUG 2022 - JULY 2023

- Lead and supported on the planning, development and organisation of marketing campaigns.
- Content strategist and copywriter, developing the company's tone of voice and building an engaging and creative multi-channel body of work via ideation, writing, designing, and editing content.
- Managed company blog, capitalising on SEO opportunities, such as keyword research and link building. Wrote articles, briefed internal and external teams to contribute articles, and proofread and edited all content.
- Designed and wrote search-optimised landing pages via Unbounce and WordPress.
- Developed, wrote, and designed email strategy via Hubspot.
- Owned social media strategy, content and community management, working closely with graphic designers and content creators, as well as producing content myself. Engaged with online community.
- Developed a best-practice model for engaging influencers as a new, content-rich acquisition channel.
- Collated data to report on progress and performance and use analytics to drive decision-making.

Communications Specialist AUG 2021 - AUG 2022

Marketing Executive AUG 2020 - AUG 2021

OMD UK, Communications Planner

AUG 2018 - MAY 2020

- Communications planner across a range of multinational accounts, including McDonald's, FedEx and Eurotunnel.
- Managed accounts, advised, developed and planned advertising campaigns on both online and offline channels including paid social, PPC, online print, and offline channels such as OOH, TV and Cinema. This included which channel mix would be appropriate for the type of campaign, audience, time of year and product.
- Analysed past campaigns, competitors, consumer behaviour and current and future trends to help direct advertising strategies.
- Support on pitches to drive agency growth.