

ERIN JARVIS

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JUNIOR MARKETER

An optimistic and driven professional with a genuine passion for all things people, I am actively seeking a Junior Digital Marketing Executive role to further grow and contribute my skills. My experience working full-time in the marketing industry has highlighted my ability to thrive in fast-paced, dynamic environments where social interaction and collaboration are key. Agency life has broadened my perspective, blending strategic and creative thinking to develop intricate, well-crafted plans tailored to align with each brand's unique goals and values. Building on my agency experience, I am excited to broaden my horizons in a dynamic new opportunity where I can apply my strategic and creative expertise to drive impactful results. I am dedicated to delivering impactful results while fostering meaningful connections and am looking forward to see where my career goes next.

SKILLS

- Social Media Management (Facebook, Instagram, TikTok & LinkedIn)
- Paid Advertising (Meta Ads Manager, TikTok Ads Manager, Google Ads)
- Content Creation & Copywriting
- Performance Analytics & Reporting (Weekly & Monthly Performance Reports)
- Campaign Strategy & Optimisation
- Client Presentations & Pitches
- Market Research
- Interpersonal Skills
- Time Management
- Critical Thinking
- Strategic Thinking & Planning
- Teamwork

WORK-RELATED EXPERIENCE

Be A Bear Marketing Agency – London, United Kingdom Marketing Executive (Social)

January 2025- Current

Currently a Digital Marketing Executive (Social) at Be A Bear marketing agency in London, working for the channel team. This role includes assisting on multiple accounts, namely MTV UK and MTV Asia, assisting with social and digital ideas, coordinating parts of projects and driving overall audience engagement. These roles also includes tasks such as:

- Uploading on social platforms (Instagram, Facebook, X) for all YouTube channels across the accounts.
- Reporting on campaigns on a quarterly and yearly results across the channels and specific campaigns.
- Keeping up-to-date with channel uploads and coordinating the posting content schedule.
- Using Adobe Photoshop and Premier Pro to edit and enhance video content to ensure content across the channels is professional and effectively reaches the right audiences.
- Audience research and campaign optimisation.

Be A Bear Marketing Agency – London, United Kingdom Marketing Intern

August 2024- January 2025

Interning at Be A Bear digital marketing agency, a dynamic marketing agency in London, where I am gaining practical experience in managing and optimizing social media accounts for six independent clients. My role involves strategising content, analyzing performance metrics, and implementing effective campaigns to drive engagement and achieve client objectives. My role involves:

- Supported the Digital Marketing Manager in managing multiple digital marketing channels for various clients.

- Analysing campaign and platform performance, delivering actionable insights and preparing detailed weekly and monthly reports.
- Worked with a diverse portfolio of clients, ranging from small businesses to larger companies with global presence. This experience has enhanced my ability to manage accounts of varying sizes and adapt to the unique needs of each client.
- Built, optimised, and managed digital campaigns across key platforms.
- Conducted market and audience research to inform strategy and improve campaign effectiveness.
- Compiled content suggestions, developed content calendars, and presented findings to clients in both online and in-person meetings.
- Gained hands-on experience with industry-leading tools, including Meta Ads Manager, Meta Business Suite, Google Ads, and Semrush, while achieving proficiency in internal reporting systems.

Clockwise Marketing – London, United Kingdom

May-July 2023

Freelance Marketing Assistant

On moving in London, I worked as a freelance junior marketing assistant to the marketing manager at Clockwise Marketing Agency. Some of my roles included:

- *Building LinkedIn and Google Ads*
- *Audience and Keyword Research*
- *Optimisation of monthly marketing plans*

This work was carried out across insurance, consulting, engineering and law companies, exposing me to a range of different business sectors which contributed to a comprehensive understanding of marketing across a number of channels and industries.

Woordfees – Stellenbosch, South Africa

September, 2022

MARKET RESEARCHER

Member of a dynamic team of junior marketers that conducted research for the Woordfees, which is a music, theatre and arts festival.

The primary objective of the research was to gather valuable insight from festival goers to enhance the experience for all attendees as well as to ensure the continued success of the festival. This included the use of qualitative and quantitative questionnaires focussing on demographics, preferences and suggestions of the attendees. The other method of collecting market research was engaging in one-to-one interviews with festive goers. This approach encouraged deeper conversations with attendees regarding their expectation, preferences and experience at the festival. We were able to correlate the questionnaire information with the interview data, to ensure the validity of our findings and recommendations. All data was recorded and analysed, culminating in a final report with recommendations for implementation.

Skills Acquired:

- *Market Research*
- *Data Analysis*
- *Report Writing*
- *Research Ethics*
- *Interpersonal Skills*
- *Critical Thinking*

ClemenGold® Gin – Stellenbosch, South Africa

Feb-March 2022

CONSUMER BEHAVIOUR ADVISOR

ClemenGold® Gin is a South African gin company that celebrates the South Africa's leading mandarin, in a Cape Style dry gin.

The brief was to research consumer behaviour and decision-making relating to gin (gin companies overall), but more specifically ClemenGold® gin.

Alongside a dynamic and diverse group of marketing juniors, we were tasked with researching, understanding, designing

and advising the *ClemenGold®* Gin brand on how their consumers are thinking and behaving, towards the alcoholic beverage, but more specifically, *ClemenGold® Gin brand*. Working collaboratively allowed for many different ideas and recommendations to be discussed and a final plan being drawn in a presentation to the marketing team at *ClemenGold® Gin*.

Highlights:

- Working in a diverse and collaborative team, where a flow of ideas was shared and discussed, allowing for each member to build strong relationships and challenge thought patterns of others to ensure the best findings and recommendations to be shared.
- An in-person presentation of our research, findings and recommendations to the *ClemenGold® Gin* marketing team.
- Researching a different industry with a diverse range of consumers; understanding the consumer needs, wants and behaviour, drawing conclusions and developing a relevant and meaningful creative marketing recommendations.
- The presentation achieved great feedback from the *ClemenGold* marketing team. The team correctly and intricately identified the target markets that *ClemenGold* were trying to reach and discussed what might appeal to these markets. Recommendations were made which assisted the marketing team to be opened up to a number of different products as well as marketing approaches that would increase sales, due to a better understanding of consumer behaviour and decision making within the gin industry.

Additional Skills:

Leadership Position at 1-Rosette Restaurant (2023-2024) • United Kingdom

Mentor in University Halls (2020) • Stellenbosch University - South Africa

Manager of County Waterpolo Team (2021) • South Africa

School Prefect and Head of Boarding House (2018) • Diocesan School for Girls • South Africa

EDUCATION & CREDENTIALS

Masters in Marketing, 2022 | Stellenbosch University– South Africa

Bachelor of Arts (Sport Science), 2021 | Stellenbosch University– South Africa

Certifications & Training

Leadership Summit for Aspiring Leaders, 2021 • **WSET Level 1 Award in Wines, 2023**

Technical Proficiencies

Microsoft Office Suite • **Canva** • **Pastel** • **Semrush** • **Squeeze Reporting Tool** • **Adobe**

CHARITY

SANITARY PAD DRIVE:

AUGUST 2023

- Developed and planned a programme for underprivileged young girls in South Africa- as a student I became aware that many young girls were not attending school due to the lack of sanitary products due to immense poverty. Education is a topic I feel very passionately about and therefore wanted to attempt to make a difference in the lives of these women. I designed a campaign which enabled students and others to contribute to this programme, either financially or in time, or both. The result of the campaign was that we were able to source and deliver sanitary products to over 1000 young girls in August 2023. The project was then handed down to two younger girls who had shown interest, which meant the assistance to these women was continued, past the time that I was able to assist.

EASTER EGG DRIVE:

APRIL 2022

- I identified that many young children and women in social care in my university town did not have anything to look forward to for Easter. By utilising a number of contacts, my social media platforms and word of mouth, I organised a task team to collect donations of easter eggs and distribute these to orphanages, care homes and places of safety in underprivileged areas. The project involved reaching out to individuals and companies that were able to assist with either easter egg donations or monetary donations, and with these donations ensuring that each egg as well as the money donated was distributed to a specific establishment in time for the Easter weekend.