Billy Case
Digital Marketing and Design Specialist
Billycase101@gmail.com | 0737 659 6269
Ashford, Surrey, UK

Professional Summary

Creative and results-driven Digital Marketing and Design Specialist with a strong foundation in digital content creation, social media management, and eCommerce. Experienced in producing engaging multimedia content that has attracted over 50 million views and 40,000 subscribers on YouTube. Skilled in using analytics to enhance audience engagement, with a passion for driving growth and brand awareness through strategic digital marketing. Seeking to apply design and marketing expertise to advance in a junior digital marketing or marketing assistant role.

Work Experience

Digital Marketing & eCommerce Specialist
Conversion Kids LTD — May 2022 - Present

- Developed and managed digital marketing strategies for five profitable eCommerce stores, utilizing Shopify and WordPress for optimal user experience and conversion rates.
- Spearheaded daily content initiatives across social media channels, consistently enhancing brand visibility and driving user engagement.
- Leveraged analytics tools to fine-tune marketing strategies based on audience data, significantly increasing conversions and reaching target demographics.
- Produced and optimized video content for a monetized YouTube channel, generating millions of views and enhancing brand authority.

Marketing Assistant
Beaut & Boujee — Nov 2020 - Sep 2021

- Drove Instagram growth from 5,000 to 21,000 followers by creating and scheduling engaging content, optimized for reach and user interaction.
- Crafted social media advertisements to drive awareness, using analytics to refine campaign effectiveness and increase engagement metrics.
- Contributed to web design with cohesive branding, reinforcing brand identity and improving overall customer experience.

Teaching Assistant
Oriel Academy — May 2019 - Jun 2019

- Designed promotional materials for school events, increasing event visibility and attendance.
- Created visually engaging stage props and posters, honing skills in impactful communication through visual design.
- Adapted communication styles to engage children with diverse needs, developing flexibility in messaging and presentation.

Additional Experience

Rugby Player
London Welsh Rugby Club — Sep 2012 – May 2018

- Member of the club, demonstrating commitment, teamwork, and discipline in competitive environments.
- Built skills in collaboration, adaptability, and effective communication, valuable in high-intensity, team-based projects.

Core Skills

- **Digital Marketing Tools**: Analytics Tools (YouTube Studio, Instagram Insights, Google Analytics), Social Media Management (YouTube, Instagram, TikTok)
- **Technical Skills**: Adobe Creative Suite (Photoshop, Illustrator, After Effects), Microsoft Office Suite, Shopify, Webflow, WordPress, Pagefly
- **Design Skills**: Branding, Logo Design, Social Media Graphics, eCommerce Design, Content Creation
- **Soft Skills**: Project Management, Creative Problem-Solving, Communication, Team Collaboration

Education

Strode's College — *Sep 2020 - May 2022*
Diploma in Art and Design *(Grade: Distinction)**

- Advanced skills in Adobe Photoshop, focusing on digital editing, typography, and visual effects for multimedia projects.
- Researched and analyzed design trends, applying insights to personal projects and coursework for optimized visual impact.

A-Level in Graphic Communication *(Grade: B)*

- Maintained a detailed log of digital design projects, documenting the creative process from initial concepts to final execution.
- Developed foundational skills in layout design, branding, and visual storytelling, applied to multiple coursework projects.

Isleworth and Syon Boys School — *Sep 2015 - Jun 2020*
8 GCSEs, including Mathematics, English, and Science

Portfolio

https://billysportfolio.portfoliobox.net/