**Alex Carter**

Marketing Specialist

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London, UK

**PROFILE**

Creative and driven professional with experience in marketing, content creation, and project management. Adept at developing strategies that drive engagement and deliver results. Skilled in collaborating with diverse teams to meet deadlines and exceed goals.

**EXPERIENCE**

**Marketing Specialist** | Creative Agency, London, UK | 2021 – Present

* Developed and executed marketing campaigns that increased client engagement by 30%.
* Conducted market research to identify trends and improve brand strategies.
* Managed social media platforms, growing follower base by 25% in one year.

**Content Coordinator** | Media Solutions, Manchester, UK | 2018 – 2021

* Created and edited content for websites, blogs, and marketing materials.
* Coordinated with design teams to ensure brand consistency across platforms.
* Organized promotional events, improving brand visibility.

**SKILLS**

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| * Marketing Strategy Development
 | * Market Research
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| * Social Media Management
 | * Event Coordination
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| * Content Creation
 | * Team Collaboration
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**EDUCATION & CERTIFICATIONS**

**BA (Hons) Marketing** | University of Leeds, UK | 2014 – 2017

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| * Google Digital Marketing Certification
 | * HubSpot Content Marketing Certification
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**INTERESTS**

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| * Graphic Design
 | * Photography
 | * Travel Blogging
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