



Jack Goldsmith

Social Media Manager

Exeter, UK

[Portfolio link](#)

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Links

[LinkedIn](#)

Languages

English (Native)

About

I am a self-motivated and ambitious digital marketer who is passionate about developing a career in Digital Marketing and integrated creative communications more generally. Starting my career as an IT Technician I have developed strong communication skills and a solution-focussed attitude. I am now seeking an opportunity to join a team where I can apply my digital and marketing knowledge to drive KPIs and also expand my skillset.

BRANDS WORKED WITH

cobalt computer and communications ltd

Multi-Drop

Social Media Marketing Agency

Experience

● Social Media Manager

Social Media Marketing Agency | Jan 2022 - Now

Key Responsibilities:

Working with Individuals and company's to help manage and create campaigns to increase ROI

Taking client based calls to ensure I'm targeting correct audiences for many areas such as Cryptocurrencies, E-commerce Products Etc.

Meeting engagement and interaction targets for promotion days (3-7 days) (2-4 weeks)

Create Leads and targets for the week

Finding company's that are willing to take the step into a different way of promoting

Use strategies to maximise performance on all areas of promotions using apps such as Instagram, Facebook, Google ads, LinkedIn etc

Copy writing email marketing offers for clientele

Organically driving social media engagement through content marketing

End-to-end ad campaign management for TikTok, Instagram, SEO and many other platforms

Utilising analytics to optimise future campaigns and improve KPIs

Basic CRM, Cold acquisition via email, call and direct message

● UI/UX Designer & Developer

| Jul 2017 - Now

As a UI/UX/CMS Designer/Developer with over four years of experience, I use various programs such as Figma, Adobe XD, Jitter, and CMS platforms to create engaging digital experiences for users. My main focus is on designing and developing user interfaces and experiences that are intuitive, visually appealing, and easy to use. To achieve this, I use design tools to create wireframes, prototypes, and mockups of web pages, and write clean, efficient code using coding languages such as HTML and CSS that ensures optimal website performance and usability.

● IT Engineer/Analyst

cobalt computer and communications ltd | Apr 2022 - Nov 2022

Key Responsibilities:

Prioritizing user requirements

Plan and Oversee System Upgrades and researching new tools

Identifying risks, opportunities and areas for development

Creating users for server domain and office 365

Applying licenses to office 365 users

Design efficient IT systems to meet business and technology needs

Communicate with stakeholders to understand their requirements



● Delivery Driver

Multi-Drop | Apr 2022 - Sep 2022

Key Responsibilities:

- Driving between 150-250 miles a day
- Delivering parcels or select items on a time schedule
- Delivering upto 150 stops and working till 9 o'clock at night
- Working 6 Days a week after main job

● **IT Engineer/Technician**

cobalt computer and communications ltd | Nov 2021 - Apr 2022

Key responsibilities:

- Speaking With Clients and solving issues they come across
- Fixing issues with Computers/Laptops
- Going to Clients and setting them up on domains/VPNs
- Using Halo PSA for tickets and knowledge base to help with particular jobs
- Using Azure AD, Partner and Admin side of office for certain jobs that include a variety of other tools inside those portals
- Installing 3cx phone systems onto sites that we manage
- Using Call Switch and assisting people with setting theirs up

Education & Training

2023 - 2023

● **Coursera**

Certification, Digital Marketing & E-commerce

2019 - 2021

● **Exeter College**

Associates Degree, IT level 3 (Distinction), Business level 3 (Distinction)

2014 - 2019

● **Exmouth Community College**

GCSEs, GCSEs,