



Anna C Acim

Marketing Manager at Cambridge Commodities

Littleport, UK

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About

A creative and analytical marketer who is seeking to further her career; currently working in the nutrition industry with over 5 years' experience in the B2B marketing space. A happy, motivated, and resilient individual with strong interpersonal skills and a proven ability to manage long-term projects and goals with the day-to-day demands of being in a busy department.

BRANDS WORKED WITH

- Cambridge Commodities
- Austin Macauley Publishers Limited
- Waist Shaper UK
- Primark Stores Limited
- Sainsbury's

Experience



● Marketing Manager

Cambridge Commodities | Jun 2023 -

- Writing and implementing marketing plans for the UK, Europe and USA
- Planning and setting the annual six-figure marketing budget
- Project managing all areas of 6 exhibitions across 3 territories from pre-planning, through the event day, and post-event activities
- Presenting marketing updates to the board of directors
- Implementing the social media content strategy
- Creating and executing a segmented email marketing strategy using a customer-centric approach



● Marketing Team Leader

Cambridge Commodities | Oct 2021 - May 2023

- Leading a team of 2 including conducting performance reviews, providing coaching and support and setting personal and professional objectives
- Supervising all marketing and planning activities to achieve company goals including implementation of campaigns, events, digital marketing, PR, and internal communications
- Developing and delivering marketing and communications strategies
- Managing external relationships with agencies
- Onboarding a CRM system into the company to improve company knowledge of customers and prospects



● Marketing Executive

Cambridge Commodities | Oct 2018 - Oct 2021

- Ownership of email marketing
- Social media scheduling and content creation
- Content writing including blogs and press releases
- Website maintenance and optimisation
- Brand creation, launch and long-term profile building for 15 own brands and 29 partner brands
- Conducting market research to trend spot, innovate and guide the marketing communications strategy
- Assisting with the planning of industry tradeshows worldwide
- Managing the relationships with organisations we sponsor
- LinkedIn ad management for the UK and European markets
- Reporting and analysing data from marketing activities to guide future plans

● Marketing Coordinator

Austin Macauley Publishers Limited | Oct 2017 - Jul 2018

Implemented and developed marketing skillset, gained office administration skills whilst working in the publishing industry within a team to meet deadlines and company targets. Responsibilities included:

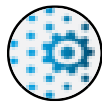
- Executing micro and macro analysis' on market trends
- Projecting and maintaining the appropriate company image

- Sustaining B2B relationships
- Consulting directly with clients and offering specialist advise
- Creation of bespoke, tailored and targeted contacts for each client using Microsoft Excel
- Email marketing - constructing compelling and persuasive pitches to send to prospects
- Brainstorming and creating innovative marketing ideas
- Managing and structuring a heavy workload by prioritising and assigning tasks
- Organising events - liaising with venues, retailers and media outlets to secure promotional opportunities for clients and the business
- Designing and managing the creation of promotional materials
- Leading staff training sessions

● **Brand Representative at the Clothes Show Live**

Waist Shaper UK | Dec 2016 - Dec 2016

- Responsible for collating consumer data to extend the company database
- Demonstrating immaculate presentation being brand ambassador and a face of the brand
- Marketing directly to consumers through promotions
- Exceeding expected sales targets
- Attending to consumer needs by recommending the appropriate product and fitting the customer
- Working in a fast paced environment, learning product information quickly and adapting
- Managing celebrities through campaign photo shoots



● **Sales Assistant**

Primark Stores Limited | Jan 2016 - May 2016

- Dressing and replenishment of stock to the company's standard
- Contributing to the visual merchandising decisions regarding my bra sections
- Following planograms to visual merchandise according to the company guidelines
- Being aware of key items and merchandising these accordingly
- Developing fashion retail terminology
- Attending pre-shift briefings to find out sales and targets and to ensure these are met
- Being responsible for training new colleagues regarding company standards and specialist knowledge
- Loss prevention - reporting and documenting any security tags to assist with accounting for lost stock
- Performing 'option check' on DIGI (in-house computer system) to ensure all colours and sizes of an item is in stock and if not ordering the appropriate products in



● **Sales Assistant**

Sainsbury's | Sep 2012 - Oct 2017

- Delivering exceptional customer service using extensive product knowledge
- Cash handling and cashing up tills at mid and end of day
- Dealing with refunds and exchanges
- Training new employees using vast knowledge of company values, policies and procedures
- Running daily performance reports to assess and monitor KPI's and daily targets
- Promotional greeting - physical marketing and engaging with customers to push new product lines
- Organising and issuing prescriptions
- Handling medication delivery and ensuring invoices were accurate
- Keyholder at the pharmacy
- Administration of controlled drugs cabinet

Recently being appointed to a new role with heightened responsibility, the 'Focus on Availability' role involves ensuring product availability, min-

imising gaps, solving system errors and looking at company reports for financial losses and gains.

Education & Training

- 2022 - 2022 ● **Cambridge Marketing College**
CIM Certificate in Professional Marketing,
- 2020 - 2021 ● **Cambridge Marketing College**
Marketing Executive Apprenticeship,
- 2014 - 2017 ● **Birmingham City University**
Bachelor of Arts - BA,
- 2012 - 2014 ● **Hills Road Sixth Form College**
A Levels,
- 2007 - 2012 ● **Ely College**
GCSEs,