



Callum Anderton



DIGITAL MARKETER

PROFESSIONAL PROFILE

A digital professional adept in creating and implementing content and schedules. A keen eye for detail combined with a creative flair. Ability to capture, edit and implement imagery and video suitable for purpose and on time. Adept at both posting new material quickly to catch trends and ensuring a daily 24/7 stream of relevant content across all channels. Able to understand context and purpose in regards to the marketing needs and trends of any business.

WORK EXPERIENCE

Digital Manager

Lytham St. Annes High School - A large state school situated on the Fylde coast.

January 2021 to present (1 year, 10 months)

- Created and implemented school wide social media strategy to increase engagement and brand consistency.
- Managed website operations as well as updating and creating content daily.
- Produced online content and marketing copy to promote the school.
- Created in house bespoke documents and designs for in school use.
- Redesigned and modernized digital aspects of the school by creating content for in school use.
- Planning and executing marketing research to make informed decisions on direction and purpose of our content.
- Managed and facilitated social media communities by responding to social media posts and developing discussions

Business Development Executive

Pure Storage - A technology company specializing in server storage solutions.

August 2020 to January 2021 (6 months)

- Responsible for finding business opportunities for Pure via marketing channels including telemarketing
- Targeting C level executives
- Company wide national record: Fastest sale for new starter

EDUCATION HISTORY

Degree in Digital Media & Communications (2:1)

Manchester Metropolitan University | 2019

- 86% Dissertation
- Awarded "outstanding digital portfolio" by tutor

SKILLS

Video production and visual content

Communicator

Social media marketing

Photoshop + Video editing

Web content copywriting

Community management

Schedule management

Business minded and tech savvy