

Jodie Jago

Media Marketing & Sales Specialist

PROFILE

I am currently looking for a new opportunity to utilize my **experience in Social Media, Marketing, Business Development, Networking, Quality & Assurance, and Sales**. I am looking for a career which I can progress in, and a company to grow with long-term. My previous role ended as it was an independent business, and unfortunately, they had a restructure meaning they could no longer facilitate my role. It is a position that will not be replaced. My employer here is more than happy to provide references and confirm this.

I am available to start immediately.



CONTACT

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✉ jodiejago@googlemail.com

📍 Castletroy, Limerick, Ireland

EDUCATION

The Broxbourne Academy -
Broxbourne - England (2009-2015):

GCSE's:

- English Language (B)
- English Literature (B)
- Business studies (C)
- Film Studies (B)
- ICT (B)
- Italian Language (D)
- Mathematics (C)
- Science (C,C)
- History (C)

SKILLS

- Communication
- People skills
- Meeting deadlines
- Leadership
- Teamwork
- Initiative
- Problem solving
- Hybrid Working
- Computer skills

ADDITIONAL QUALIFICATIONS

- Fundamentals of digital marketing – Google digital garage (40 hours – 26 modules)
- Know b4 -2022 Kevin Mitnick Security Awareness Training
- Know b4 -2022 Your Role: Internet Security and You
- Local Enterprise office Limerick – Social Media Marketing Bootcamp

SOFTWARE EXPERIENCE

- IQX
- Microsoft
- Nav & SAGE
- Microsoft word
- PowerPoint
- Excel
- Microsoft Teams
- Zoom
- Canva
- CapCut

DOB: 06/09/1998

NIN: PE 09 10 69 B

REFERENCE:

ADRIAN CARMODY
a.carmody@optimatraining.ie
(00353) 876417678

**further references available
upon request**

EMPLOYMENT HISTORY:

Media Marketing, Sales & Business

Development Support – Optima Training & Consulting – October 2023 – April 2024

(REPUBLIC OF IRELAND)

Optima is a Training company providing mandatory and desirable training across the board to companies, individuals, and schools. In this role I was solely responsible for all social media and marketing which is something my employer was especially happy with. I created reels, promotional materials, ran competitions, designed images and posts daily.

I also was responsible for sales, and business development. This included attending lots of networking meetings, events, and groups. I set up tables and spoke to people at careers fairs and had to speak publicly on behalf of the company.

I collated data for new potential business, targeting geographical areas as well as industries. I had to meet KPI's and targets here on a weekly basis, always having several projects to be working on. I also dealt with some quality and assurance.

One major strength I gained, is that I had no support or guidance for this role, I had to use a huge amount of initiative to develop and define my own work schedule. Management were extremely unavailable and busy, and there was no second line of contact, which was a difficulty. However, I look at this positively, as I learned to be completely independent and developed leadership skills through this method of working.

Media and Marketing Assistant – Myholisticmidwife & Mojo Matters - January 2020 - October 2023

Here, I worked alongside the founder of the business, to help set up the media and marketing side of things for them. I wanted a new challenge, which is exactly what I feel I got. I used the skills I gained at university and through courses, to promote this business. This includes interactive social media posts, helping with branding, design, and all web-based representations of the company. I started on a part-time basis whilst studying, and then moved on to full-time. I assisted with coming up with offers and deals to promote sales and popularity. This company has gone from strength to strength since starting up and has really established itself already and continues to branch out. I left this role as I had gotten this position into a great place in terms of marketing structure – and found a new role bringing new challenges.

London Metropolitan University – Bachelor of Arts in Journalism – January 2020- July 2022:

I studied 2 out of 4 years of journalism at LMU, however I decided that I would like to go into full time work and use my skills to build a career. I do not intend to go back to university in the foreseeable future, it would be something I will look to go back to part time further down the line once I have established a career, only to help me further it. I have learnt so much in my 2 years, that I feel would really help me in any job role. My knowledge of media law has proved very useful in my marketing jobs.

Ladbrokes - CSA - June 2020 - September 2021:

I worked behind the counter here, and used my knowledge to be able to assist customers in placing bets, odds, and working out returns. I worked through the 2021 Euros, which was a great experience, I really enjoyed being a part of the team at ladbrokes, where I got to know my regular customers, and built on my sporting knowledge.

Cross-guard – temporary installation/accounts administrator - September 2019 - January 2020:

Although I was in this role for only a short time, I feel I learnt a lot. I had to complete administrative tasks on a daily basis which included:

- Processing end of month business accounts
- Creating job packs
- Updating Job Log & Installation diary
- Booking flights/hotels/transportation means for installers
- Complete RAMS assessments for jobs

Lignacite Ltd - Sales Advisor - December 2018 - August 2019:

In this job I was part of a sales team for a company that manufactures concrete blocks. On a daily basis I had to produce quotations for jobs. We priced based on the delivery location so there were always mathematics involved in working out pricing. I had to speak to customers on the telephone and via email, to provide technical information, pricing information and delivery availability. Once orders were placed I had to produce concise delivery tickets, these needed to be exact, or the delivery would go out incorrectly. I came to build a solid understanding of the department, even allocating tickets for drivers to do their deliveries, diverting loads, and finding local work to assist. Additionally, I acquired the skill of invoicing here, covering the role when needed. I have also credited customers back for their refundable pallets when doing the invoicing.

My proudest achievement in the time I worked here, was the company securing the job to supply all blocks for the brand new Google offices in Kings Cross, London - which is believed to be the biggest industrial contract/job in London in 2019. This job was secured on the back of a quotation I produced, which was a great feeling.

Paddy Power bookmakers - Customer service team leader -October 2017 - December 2018:

In this role I had to constantly be on the ball, keeping my eyes out for a multitude of things, such as vulnerable gamblers, and dealing with the money/figures and marketing side of things also.

The King James - J D Wetherspoon June - October 2017:

Key responsibilities here were providing an excellent level of customer service, working in a fast paced and intense environment, cleaning and ensuring legal age requirements were followed.

Motorsport Ltd - Customer service assistant - Adventure park - May 2016 - February 2017:

My role here was a customer service assistant at a play/adventure park. In my time here I learned a wide range of customer service skills, and had to be focused at all times.

WORK EXPERIENCE / SHADOWING

H Bauer Publishing - Work experience June 2015:

In my work experience here, I dealt with magazine subscriptions, I packaged and labelled them to go out to customers. I also saw behind the closed doors into the production and editing of popular supermarket-shelf magazines. This was great experience and I learnt a lot about the strategic editing in magazines.

VinBrook Estate agents - Work experience - September 2014:

During my work experience I did paperwork, forms and re-organised the filing system. I also shadowed estate agents in their day-to-day tasks gauging an insight for what they do.