



LINCOLN WOOLSEY

// SKILLS • EXPERIENCE

// PROFILE

PHONE

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EMAIL

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ADDRESS

504 Nottingham Road
Chaddesden, Derby DE21 6PF

GENDER

MALE

ETHNIC GROUP

WHITE - BRITISH/ENGLISH

DRIVING LICENCE

FULL

// PROFESSIONAL QUALIFICATIONS

DIGITAL MARKETING

Grafenia PLC

DESIGNING FOR PRINT

printing.com

TIME MANAGEMENT

NEP Northcliffe Electronic Press

SELLING COLOUR

Northcliffe Newspapers Group

EFFECTIVE COPY WRITING

Northcliffe Newspapers Group

// INTERESTS

DIGITAL + 35MM FILM PHOTOGRAPHY

Home Studio • Portraiture • Street

BASS GUITARIST

Local Rock Covers Band

2009-PRESENT ● DIGITAL MARKETING SPECIALIST

Derby, UK

Freelance Consultant

10 years experience with local businesses to increase sales and brand awareness through effective, targeted lead generation and engaging sales campaigns

- Targeted social media campaigns
- Facebook advertising
- Audience insights / Split testing
- Demographics research
- Effective copy writing that sells
- Lead generation and conversions
- Maximising return within budgets
- Adobe Creative Cloud, InDesign, Photoshop
- Mailchimp, Facebook Ad Manager, Hootsuite
- Wordpress / CMS / e-Commerce platforms
- HTML / CSS / Javascript / jQuery
- PHP / MySQL database applications

2004-2009 ● DIGITAL BRANDING MANAGER

Derby, UK

Northcliffe Electronic Press

Reporting directly to Advertising Director, Editor and Sales & Marketing Director. Responsible for brand awareness for all design and printed publications, in-house Ad booking systems, internal sales incentives and online recruitment advertising platforms

2002-2004 ● STUDIO MANAGER

Derby, UK

Northcliffe Newspapers Group

Management of the department's Creative Services team. Ensuring client expectations are met and the team creates effective and engaging sales campaigns

1998-2002 ● DISPLAY ADVERTISING CONSULTANT

Derby, UK

Derby Evening Telegraph

Sales support to Derbyshire businesses for their advertising packages. Client visits to discuss and advise regarding their design and sales copy requirements

// EDUCATION

Derby, UK

● FOUNDATION DIPLOMA - ART & DESIGN

University of Derby - School of Arts

Corby, UK

● A LEVEL - ART, DESIGN, COMPUTER SC.

Kingswood Comprehensive - Sixth Form College

Corby, UK

● O LEVEL - ENG LIT, ENG LANG, FRENCH MATHS, ART, COMP STUDIES, PHYSICS

Kingswood Comprehensive