

# ASHLEIGH WILKS

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## Personal Profile

Confident, proactive project manager with extensive experience working to tight budgets and demanding deadlines in a time sensitive and dynamic environment. Excellent relationship building skills across all areas and levels of an organisation with a keen eye for detail and a creative approach to all that I do.

## Education

**University:** University of Nottingham  
2011 - 2014 Bachelor of Arts (BA): 2:1 Social Policy and Administration  
**Certifications:** **The Academy of Digital Business Leaders- Certified to 3 star level**  
**Badges:** Digital Awakening, Social Media, Content Marketing,  
Mobile Marketing and Introduction to SEO

## Professional Experience

**ThirtyThree:** April 2016 - current

### Project Manager

Key project manager and account lead on four different client accounts. I manage the day-to-day account relationship management of my clients, while liaising with creative teams and third-party suppliers to deliver multi-channel campaigns within the recruitment marketing and branding industry. I also produce written proposals, media schedules and analytics reports on a weekly basis.

Relationship management is essential in this role, working across different teams within the business; including the Creative Studio, Brand & Insight and Biddable/Social Media teams.

### Key projects

- Successfully organised and delivered a pitch for a new business account, leading a team of five senior team members from different departments. I ensured the brief was met, working within a sensitive time frame. I was invited to present in the pitch, and we were awarded the account. I am now working on a national campaign for this client, where the campaign will be delivered across a variety of different online mediums; including Snapchat, Programmatic, Facebook PPC and Google Adwords. The client is a partnership organisation of 70 different companies who have no previous experience of working with an agency, so

project organisation is essential in delivering this work efficiently. I conduct weekly work in progress calls, and create project plans for the client and our internal teams to follow.

- I delivered a graduate marketing campaign in the US for a key client. The campaign was centred around using augmented reality technology. It was the first time this technology was used at ThirtyThree. The campaign was run across three university locations in Texas, with the events being extremely well received and the client receiving a 70% increase in applications to their graduate scheme. I also assisted in the creation of printed collateral for this campaign, liaising with our print suppliers in the US. Working with a significant time difference meant that building client trust was an essential part of delivering this campaign. I had to be flexible in my project management approach and develop a way of working which suited the client and their needs.
- I am currently working on a website merge with an existing website owned and run by ThirtyThree with an external website for the graduate section of an account we have recently won the work for. This will include working closely with the digital team to deliver the new website before September. The graduate and experienced hire websites currently have different branding, so part of this brief is to create a new brand that will merge the two sections of the company under one recognisable brand.
- I delivered £100,000 multi-channel media campaign to hire candidates into niche technical roles. I had to work closely with the Channel Strategy team to create a robust channel plan that would meet our client's long-term hiring objectives. The media schedule included online and print collateral. The client saw an increase in applications of 65%, which has since reduced their dependency on recruitment agencies and created a saving of over £150,000.

**TMP Worldwide:** October 2014 - May 2016

**Project Coordinator/Account Executive with Social Media responsibilities**

- Management of recruitment advertising projects. This involves liaising with external media sources, creating media schedules and cost estimates, and ensuring the project is delivered within the set budget and time scale.
- Project managed the creation of a Staff Handbook for one of our largest clients. This included briefing the copywriters and art directors on tone of voice and branding. The handbook was well received by the client and has since been reordered four times and other clients have requested similar handbooks.
- **Key Projects- Development of Social media strategy for TMP Worldwide and management of social media account for key account**  
Managing the social media presence and pages for one of our largest clients. This was the first social media account attained by TMP, and has since become a benchmark for other clients.
- Creating a fresh strategy for the Facebook, Twitter and LinkedIn pages. This includes working closely with the Strategy team. I created original content for Instagram, LinkedIn, Facebook and Twitter over a 7 month period.

- Initiated the “Content Nest”, a content creation strategy whereby we establish regular social media updates from the client side to ensure content is update, relevant and on brand. To implement the Content Nest, I had to give a series of webinars and presentations to explain the process. I conducted five separate webinars to 15 international social media contributors, taking them through the Content Nest process. This concept is now being rolled out into TMP’s social media strategy.

#### **Pitman Training: June - October 2014**

##### **Training Team Leader**

Teaching students to use the Pitman Training computer programs help with questions they may have had about their course. Required an in-depth knowledge of all Pitman Training programs offered.

In this role listening and communication skills were crucial. Many of the students did not speak English as their first language, so knowing how to answer their questions in an efficient and clear manner was critical. I was also in charge of organizing student files, tracking student progress and contacting students if they had missed appointments or exams. I was also asked to help with sales of study packages to prospective and current students.

#### **Terlingham Vineyard: October 2012 - current**

##### **Lead Partner Communications and Social Media**

Terlingham Vineyard is a boutique vineyard based in Kent, which produces premium English wines using traditional methods of production and natural farming techniques. We offer vineyard tours and tastings to members of the public. This experience has been an outlet for creativity – running social media campaigns and creating content – while interacting with people from different backgrounds, teaching them about English wine and natural farming techniques, as well as presenting to groups of over 30 people. It has been an essential part in developing my confidence, increasing my sales skills and providing an understanding of accounting. I have made some key contacts with local press (online and radio) and have created and produced printed collateral for the business.