Rosie Hilburn
*Final-Year BA Marketing with Advertising and Digital Communications Student*London South Bank University | Seeking Opportunities in Marketing, Advertising, and Event Management

**Contact Information**

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Online website portfolio: [*https://www.digitalimpactbrandmarketing.com/*](https://www.digitalimpactbrandmarketing.com/)

**Professional Summary**

I am a final-year Marketing student at London South Bank University with a strong foundation in digital marketing, advertising, and consumer communications. I am passionate about applying my skills in marketing strategy, event planning, and content creation to help brands connect with audiences and execute successful campaigns. Throughout my academic journey, I’ve developed excellent teamwork, communication, and project management skills. My practical experience spans organizing personal events, crafting digital marketing campaigns, and leading individual projects. I’m eager to apply my knowledge and creative approach in a freelance or entry-level marketing/event management role.

**Key Skills & Competencies**

* Event Coordination: Experienced in organizing and managing various events, from personal celebrations to larger community events, with attention to detail and guest satisfaction.
* Digital Marketing & Content Creation: Skilled in developing engaging content, from social media posts to promotional materials, and executing digital marketing strategies.
* Project Management: Proficient in managing timelines, budgets, and team collaboration for academic and personal projects.
* Communication & Teamwork: Strong written and verbal communication skills, honed through academic presentations, group projects, and event coordination.
* Creative Problem-Solving: Skilled at identifying challenges and developing creative solutions for marketing campaigns and event management.
* Technical Skills: Familiar with social media platforms, GIMP, Canva, Microsoft Office, Excel, Hootsuite, Video editors, and Google Analytics.

**Education**

BA Marketing with Advertising & Digital Communications
London South Bank University | London, UK
Expected Graduation: May, 2025

* Relevant Coursework: Digital Marketing, Advertising Strategy, Consumer Behavior, Event Marketing, Content Creation, Marketing Analytics

A-Levels in Law, Business, and Sociology
Truro College | Truro, Cornwall
2019 – 2021
Law (B), Business (A), Sociology (B)

GCSEs
Sir James Smith Community School | Camelford
2017 – 2019
Mathematics (5), English Language (5), English Literature (6), Science (4/5), Moral & Ethics (8), Catering (7), Art (5), Music (6), German (5)

**Academic Projects**

WeAreWaterloo Awareness Campaign (Group Project)

* Collaborated with a team to develop a comprehensive marketing strategy for promoting local businesses in the Waterloo area.
* The project received very positive feedback for our well-thought-out presentation and detailed execution plan. The class appreciated the cohesive message and creative approach, and we were commended for our teamwork and collaboration.

Therasize Awareness Campaign (Individual Project)

* Developed a comprehensive digital marketing strategy to raise awareness for Therasize, focusing on mental health support.
* The campaign received good feedback from both peers and professors, particularly for the strong digital content and impactful messaging that successfully conveyed the brand’s mission.

Stories Behind Things – Communications & Social Media Campaign

* Designed and executed a communication campaign to promote a fictional brand, with an emphasis on social media storytelling and visual design.
* Received excellent feedback for the presentation, layout, and visuals, with particular praise from peers and teachers for the strong creative elements and the clarity of the messaging.

**Experience**

Event Planning & Coordination (Personal Projects)
Ongoing

* Managed events, including themed birthday parties and family gatherings. Designed themes, coordinated logistics, and handled all aspects from invitations to event execution.
* Delivered creative, well-organized events that received positive feedback from guests for their atmosphere, organization, and attention to detail.

Bellyboarding Championship Data Management – World Bellyboarding Championship
Newquay Beach, Cornwall | 2019

* Managed event data collection and real-time score tracking, ensuring accuracy and timely updates.
* Demonstrated the ability to work under pressure in a live-event environment, ensuring smooth operation despite time constraints.

Beekeeper & Agricultural Assistant
Family Business | Glebe Farm, Bodmin, Cornwall | 2015 – 2017

* Assisted with honey production, packaging, sales, and promoting the family business.
* Gained hands-on experience in sales, customer service, and product marketing.

**Additional Information**

National Citizen Service (NCS)
[2019]

* Part of a community-focused environmental campaign and collaborated with a team to execute project goals.
* Developed leadership, teamwork, and budgeting skills.

**References**

Available upon request.