



*theprgeek...igniting conversations*

Jemma Louise Smith

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### **About Me**

PR Geek, creative and web designer with experience in social media, brand development and search engine optimisation.

I am an ambitious individual with a passion for life and a hunger for success. I am a socially diverse and open minded person who loves to be part of the action.

I am a bit of a rebel when it comes to my work, but not in the way you might think. I like to challenge people's perspectives in a way that makes them sit up and think, which I believe, as a communicator, is what I am here to do.

I like to work as part of a team where I am able to challenge ideas in a positive way and where others are able to challenge mine in order to create the best work possible. I thrive under pressure, which I believe is a necessary quality in this fast paced, constantly changing industry.

### **My Education**

BA (Hons) PR with Media • 2:1 • University of Huddersfield • July 2008

BTec National Diploma in Performing Arts – Acting • Distinction  
School of Intermedia and Performing Arts @ Doncaster College • July 2003

GCSE Drama (A) • GCSE D&T: Food (A) • GCSE Science: Double Award (AA) • GCSE Maths (B) •  
GCSE English Language (B) • GCSE English Literature (B) • GCSE Geography (B) • GCSE Art & Design (C)  
GCSE French (C) • Campsmount Technology College • July 2001

### **My Professional Development**

PRINCE2 Project Management • Foundation and Practitioner  
NTI @ Leeds Met University • May 2010

ACA in Rich Media Communication using Adobe Flash CS4  
NTI @ Leeds Met University • October 2009

ACA in Web Communication using Adobe Dreamweaver CS4  
NTI @ Leeds Met University • November 2009

## My Career So Far

Your Department Store • Digital Executive • July 2009 - May 2010 (Made Redundant)

Responsibilities:

- Management of 7 clients' websites and online stores
- Producing weekly reports of sales figures for clients' websites using Microsoft Excel Spreadsheets to convert data output from the company's back office system
- Presenting this data to the management team in a weekly sales meeting and proposing strategies to drive and increase sales for clients' websites
- Content production and management for clients' websites
- Research and production specifically targeted press releases to promote websites and products and to drive sales
- Tracking media, social media and online coverage
- Writing optimised content to ensure high search rankings
- Tracking web visits and conversions using google analytics
- Web site and web page design including HTML and CSS coding
- Client relationship management including chairing a monthly conference call for each client to ensure that they are kept up to date on the performance of their website and to set targets and agree strategies for the following month
- Social media planning, implementation and integration
- Producing multi-media content for use on clients' websites and for use in viral campaigns
- e-Mail marketing campaign planning, design and implementation
- Print design and production
- Management of junior colleagues

Skills utilised in the above position includes extensive use of the following software packages:

- Microsoft Office (including complex Excel Spreadsheets)
- Coda (one window web development software)
- Adobe Dreamweaver CS3, CS4 & CS5
- Adobe Photoshop CS3, CS4 & CS5
- Adobe In Design CS3, CS4 & CS5
- Apple iMovie

HBOS PLC • Bank Account Servicing Executive (Part Time) • July 2007 – July 2009

## Other Experience

Editor - Huddersfield Student • 2007/2008

- Layout design for the 32 page monthly newspaper
- Sourcing articles
- Editing and proof reading articles
- Conducting interviews
- Research Projects

Intern - Ptarmigan PR • Summer 2007

- Press release research and production
- Pitching stories to journalists
- Keeping a records of coverage and press cuttings
- All aspects of event management
- Client relations
- Promotions design
- Encouraging engagement via social media
- Crisis management
- Pitch preparation and presentation

## My Referees

Eileen Jones • PR Course Leader • University of Huddersfield • e.jones@hud.ac.uk

David Ruddiman • Managing Director • Your Department Store Ltd • d.ruddiman@yourdepartmentstore.co.uk