CURRICULAM VITAE
AMIE JOHNSON

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07903 340 568

PERSONAL DETAILS

Date of Birth: 5th July 1985
Driving License: Full
Location: Halesowen, West Midlands

PERSONAL OBJECTIVE

To obtain a challenging position that utilizes my professional and academic accomplishments with the opportunity for professional growth and advancement. To lead and encourage the marketing of brands, products and team development.
The purpose of seeking a part-time role is to accomplish this whilst also maintaining time for my new family.

KEY SKILLS AND ATTRIBUTES

With the knowledge and experience I have gained within my career and in addition to my 11 years of agency experience with a vast range of clients, I consider myself to have gained the following key skills/personal qualities:

- Combination of business, marketing, online, technical, design and user experience skills, particularly in the areas of all online marketing communication channels (including digital media, seo, social media, email, website design and development)
- The ability to influence, advise and guide the management team and other key business owners and challenge confidently where necessary using logic and reasoning
- Liaison with clients and suppliers on a day to day basis, forging excellent relationships
- Determination to achieve all goals and objectives set
- Excellent negotiation and communication skills
- Strong team player and able to manage colleagues and coordinate projects
- Accuracy and attention to detail in all areas of work
- Good practical and organisational skills
- Competent and confident to perform to exceptional standards under pressure
- Achieving strict deadlines whilst ensuring targets and budgets are met
- Successfully introduced hundreds of new clients to previous companies including forming new and continuous relationships with key clients
- Team member able to motivate and inspire confidence

WHAT A PREVIOUS EMPLOYER SAID ABOUT ME:
Ian Allen, MD Clevercherry

Role: Head of Digital

As a meticulous multi-tasker with a sharp eye for detail, Amie expertly manages some of Clevercherry's most prestigious accounts.

Known for her high standards and talent for handling an ever-growing list of complex tasks, she couldn't be more up to the challenge of managing our digital delivery teams.

Amie's drive to achieve perfection continues in her spare time, and as a self-confessed DIY addict, she's forever working on making home even sweeter. Also a bit of an adrenaline junkie, she's taken on everything from skiing to skydiving, and is ever on the lookout for her next challenge.

EXPERIENCE

Digital & Project Director
Simple Steps Design Ltd
July 2015 - Present

Planning Director
Holman Group, Birmingham
March 2015 - June 2015

Head of Digital and Client Services
Rok Creative, Balsall Common
September 2013 - March 2015

Head of Project Management, Digital Dept
Digital Department, McCann Erickson, Solihull
July 2013 - September 2013, Short term contract

Head of Digital
Clevercherry, Birmingham
January 2012 - July 2013
August 2010 - January 2012, Senior Account Manager
April 2008 - August 2010, Account Manager

DUTIES

- A strong track record in leading large, complex digital and offline projects
- Develop and manage full marketing strategies for internal comms, B2B and B2C including rebranding, email marketing campaigns, social media marketing and website/app development to improve internal efficiency
- Brand management and protection of client corporate guidelines
- Provide digital and creative knowledge input into customer and proposition development
- Organised and enforced various structures for the company computer system as well as project management systems to improve organisation and efficiency
- Managed internal communication campaigns for company awareness and promotion
- Development and training of Account Executives, Administrators and Managers
- Attend and chair client and design team meetings
- Provide a key role as part of the pitch team for new business
- Research into client sectors to gain in depth knowledge of the industry and competitor campaigns
- Responsible for raising and approving monthly invoices
- Inspire the organisation with an analytical, test and learn culture so that the effectiveness of all digital technology is continuously increased
- Account planning, briefing, forecasting, reporting and development of budgets
- Maintain and build relationships with new and existing client base as well as insuring team development.

| **CLIENTS** | A selection of clients that I have worked with for a mixture of Digital, Print, Brand Management, Marketing and Experiential: |

- Mitchell's and Butlers Plc including: internal comms, Browns Restaurants and Premium Country Dining
- Exhibitions: Good Food Show, Garden Show Live, Clothes Show Live, National Wedding Show, Classic Motor Show, Top Gear Live
- BBC Worldwide: Doctor Who Experience, Wallace and Gromit Musical Marvels, Strictly Come Dancing
- Shopping Centers: The Fort Shopping Centre, The Pavilions
- Automotive including: MG Motors, IM Group including Subaru, Isuzu and Great Wall, Classic Bike and Classic Car Show.
- Ecommerce: Large variety of independent business including Workshopping, The Design Basket and Yale.
- Education: Joseph Chamberlain College, University of Birmingham, Sector Training.
- Kantar WorldPanel
- TomTom
- Dominion Fund Management
- Baxi Heating Internal Comms
- Viessmann

EDUCATION

UCE | University of Central England, Birmingham
Multimedia Technology BSc (Hons) Degree

Stourbridge College
A-Level Mathematics
AVCE Art & Design
AVCE Information, Communication Technology

Haybridge High School, Hagley
10 GCSE's

2003- Internship – Oracle Mobile Computing Provider – Ventureforth, Inc. Atlanta

Joined a small Oracle based development team providing assistance and shadowing other employees in the following areas:

- Product debugging and QA
- Documentation authoring
- Code reviews
- eService customer support (defect resolution)

My Internship was carried out before University in Atlanta, GA, USA.

2007 - CIW – Website Design Manager Training Short Course

Perform various web site development activities; (studying in own time)
- Markup Language
- HTML
- Layouts/Hyperlinks/Images etc
- Networking; TCP/IP Suite and Internet Addressing
- JavaScript

REFERENCES

Available upon request