

# Katherine Salkeld

**Personal profile** A confident marketing and communications coordinator with experience in marketing and copywriting. I produce engaging and informative content for promotional materials, websites, print magazines and e-Newsletters. I enjoy generating new ideas that encapsulate and enhance the marketing and communication process for organisations operating within today's dynamic marketplace and am extremely hard working.

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**Education** 2001 – 2004: BA (hons) University of Surrey (Roehampton)  
Awarded Second Class Honours, 2:2, English Literature  
1999 - 2001 Clacton County High School, Clacton-on-Sea, Essex  
A-Levels in English literature and language, Graphic design and General Studies

**Professional training** Newsletters that get read, The centre for strategy and Communication

- » Newsletter planning, writing and production
- » Defining audiences, categories of content and style and tone
- » Editing, sub editing and copywriting

Writing publications, The centre for strategy and Communication

- » Reinforcing your brand and defining your voice and audience
- » Managing copy and the editorial process
- » Working with designers and external agencies

Proofreading, The centre for strategy and Communication

- » Spelling, punctuation and paragraphing
- » Style - general points and identifying and applying house style
- » Political correctness and grammatical accuracy

Writing for the web, The centre for strategy and Communication

- » Communicating information online
- » Structuring online copy and the use of keywords for search engine optimisation
- » Branding online and keeping readers interested

e-Communications, The centre for strategy and Communication

- » Search engine optimisation - what search engines are looking for and linking strategy
- » Blogging, RSS, votes, polls and online action for organisations
- » Community and message boards - motivating and moderating

Website design, Putney school of art and design

- » Creating HTML based websites in Adobe Dreamweaver
- » Basic image manipulation in Adobe Photoshop
- » Uploading content to web servers

From secretary to PA, The centre for strategy and communication

- » Time management, prioritising and planning your time
- » Delegation: how to support your manager
- » Organising meetings

**Skills** Microsoft Office

- » Word, Outlook, Access, PowerPoint and Excel (97-2007)

Website content management

- » Dreamweaver, Photoshop and online based Content Management Systems

Office administration and organisation

- » Able to multi task within a dynamic environment and prioritise work to ensure work is completed on time and efficiently

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## Work Experience

### The Institute for Optimum Nutrition

#### Marketing and Communication Coordinator (2008-present)

- » I have been a key member communications projects delivering high quality results
- » Create copy that clearly informs our customers, increasing interest and sales
- » Re-launched our eNewsletter to match the style and brand of our print publication
- » Manage a team of writers and have copy scheduled months in advance
- » Co-ordinate print magazine with internal writers, editors and our contract publisher
- » Manage our incoming media requests and have secured national media coverage
- » Optimised internal communications aiding staff relations
- » Create promotional offers for a range of services
- » Use social media channels to gain clients for our services, increasing customer base
- » Use Google stats to analyse website activity and create content to maximise position
- » Editing and proof reading online and print publications and promotional materials
- » Updated Microsoft Access databases for analysis of promotional activities
- » Participated in the promotion of the membership scheme
- » Update website copy through Adobe Dreamweaver and enhanced existing copy
- » Organised and deputised key activities for Head of Marketing
- » Organised and coordinated conferences, exhibitions, and ceremonies
- » Organised meetings and facilitated requirements of meetings on an ad-hoc basis
- » Active member of team and assisted multiple other roles where required

#### Personal Assistant to Executive Director (2007-2008)

- » Efficiently managed telephone and email enquiries about ION services
- » Facilitated public enquiries on behalf of senior staff and referred to relevant colleagues
- » Co-ordinated the publication process of our print magazine
- » Co-ordinated internal and external writers, editors and our contract publisher
- » Proof read online and print based copy for internal and external communications
- » Managed Executive Director's diary, emails, enquiries and files
- » Organised and coordinated graduation ceremony on-budget and efficiently
- » Organised meetings and facilitated requirements of meetings on an ad-hoc basis
- » Active member of team and assisted multiple other roles where required

#### Admissions Officer (2005-2007)

- » Efficiently managed telephone and email enquiries
- » Created processes to increase efficiency, customer satisfaction and reduce enquiries
- » Answered and resolved customer enquiries appropriately and accurately
- » Administered a record number of student places aiding a highly profitable year (2006)
- » Managed student record database and all updates to relevant tables and reporting
- » Processed student withdrawals, deferrals, dropouts, fee payments
- » Provided monthly enrolment data for Executive Team
- » Organised education open days and interviews for prospective students
- » Facilitated requirements of meetings on an ad-hoc basis
- » Active member of team and assisted multiple other roles where required

#### Receptionist (2005-2005, 6 months)

- » Politely and efficiently managed personal, telephone and email enquiries
- » Managed clinic bookings and updated PPS software system

#### Retail Assistant, Khazana (2004-2005)

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## Personal interests

- » I enjoy reading modern and classical literature
- » I am a keen runner and walker and participate in national charitable events
- » I attend music gigs and festivals both locally and around the UK
- » I participate in blogging and using social media

## References

Available upon request