

# JOHN JAMES WILLIAM FINCH

A: GROVE HOUSE, CROSS DRIVE, CHARTWAY STREET, SUTTON VALENCE, KENT. ME17 3NP  
E: JOHNJWFINCH@GMAIL.COM T: 07732 298407 W: WWW.JOHNJWFINCH.COM

---

## PERSONAL STATEMENT

PASSIONATE MARKETING PROFESSIONAL WITH OVER 9 YEARS' WORK EXPERIENCE. I'M A HIGHLY ENTHUSIASTIC, AND SELF MOTIVATED PERSON WITH MANAGERIAL EXPERIENCE AND I WORK WELL IN A TEAM OR AS AN INDIVIDUAL. I HAVE WORKED ON MOST MARKETING CHANNELS OFFLINE AND ONLINE, AND HAVE A KEEN EYE FOR DETAIL. I'M NOW LOOKING FOR THE RIGHT OPPORTUNITY TO BRING MY EXPERTISE AND ENTHUSIASM TO A GOOD COMPANY IN A MARKETING CAPACITY.

---

## KEY SKILLS

- ✓ STRONG HTML AND WEB DESIGN SKILLS
- ✓ GRAPHIC DESIGN SKILLS USING ADOBE PHOTOSHOP AND ADOBE ILLUSTRATOR
- ✓ EVENTS MANAGEMENT EXPERIENCE - ORGANISING STAFF AND COORDINATING WITH CLIENTS
  - ✓ STRONG COMPUTER LITERACY AND COMMUNICATIONS SKILLS
- ✓ ADVANCED MICROSOFT OFFICE SKILLS INCLUDING EXCEL, POWERPOINT AND WORD

---

## EMPLOYMENT HISTORY

### MARKETING COMMUNICATIONS EXECUTIVE

ONESAVINGS BANK, CHATHAM - FINANCIAL SERVICES COMPANY (APRIL TO AUGUST 2018)

- PROJECT MANAGEMENT AND MANAGING STAKEHOLDER APPROVALS
- CREATING AND PRESENTING A MONTHLY PROJECT UPDATE TO THE WIDER MARKETING TEAM
- CREATING THE MARKETING EXPIRY DATE REGISTER
- PROOF-READING
- HELPING CREATE A NEW MARKETING APPROVAL PROCESS
- WORKING ON THE COMPANY'S GDPR UPDATE TO ENSURE THEY WERE COMPLIANT

### TEMPORARY MARKETING EXECUTIVE

MY PENSION EXPERT, DONCASTER - FINANCIAL SERVICES COMPANY (APRIL 2018)

- VIDEO ANIMATION FOR FACEBOOK ADVERTS
- EMAIL CAMPAIGN DESIGN AND CREATION USING SEND IN BLUE AND MAILCHIMP
- MANAGING THE CIRCULATION OF MARKETING ITEMS FOR PROMOTION, INCLUDING PROOF-READING AND ARCHIVING. WORKING CLOSELY WITH INTERNAL DEPARTMENTS SUCH AS COMPLIANCE
- MANAGING THE FINANCIAL PROMOTIONS REGISTER

### MARKETING EXECUTIVE

SAGA, FOLKESTONE - FINANCIAL SERVICES COMPANY (JULY 2014 TO DECEMBER 2017)

- RESPONSIBLE FOR THE DAY TO DAY RUNNING OF MARKETING ACTIVITIES FOR THE BANKING PRODUCT RANGE (SAVINGS, PERSONAL LOANS AND CREDIT CARD) WITHIN SAGA PERSONAL FINANCE
- EMAIL CAMPAIGNS - CUSTOMER SELECTION, BRIEFING IN THE CREATIVE, HTML AMENDS (USING MAXIMAIL EMAIL CLIENT) - SENT TO AROUND 110K CUSTOMERS PER WEEK
- WORKING WITH THE STUDIO AND DIGITAL TEAM TO CREATE NEW COLLATERAL FOR MARKETING CAMPAIGNS, AND TO MAINTAIN THE CONTENT OF OUR ONLINE CHANNELS
- WEBPAGE CREATION AND AMENDMENTS USING SITECORE CMS SYSTEM
- MANAGING THE CIRCULATION OF MARKETING ITEMS FOR PROMOTION, INCLUDING PROOF-READING AND ARCHIVING. WORKING CLOSELY WITH INTERNAL DEPARTMENTS SUCH AS COMPLIANCE TO ENSURE THAT THE ITEMS MEET BOTH BRAND AND FCA STANDARDS BEFORE BEING SIGNED OFF TO GO LIVE
- DATA ANALYSIS
- BUDGET CONTROL
- RELATIONSHIP MANAGEMENT WITH DIGITAL AGENCIES ON A DAILY BASIS TO OPTIMISE THEIR ONLINE PRESENCE THROUGH FACEBOOK CAMPAIGNS, PPC, SEO, AFFILIATE MARKETING, AGGREGATORS AND SOCIAL MEDIA OUTREACH PROGRAMMES
- MEASURED CAMPAIGN PERFORMANCE AND SHARED RESULTS WITH MANAGEMENT TO HELP PRODUCT DEVELOPMENT
- MAINTAINING STRONG RELATIONSHIPS WITH PRODUCT PROVIDERS, WORKING WITH THEM TO DEVELOP CAMPAIGNS AND TO UPDATE DOCUMENTATION
- CHAIRING OPERATIONAL MANAGEMENT COMMITTEE MONTHLY MEETINGS AND PRESENTATIONS

## **CONTRACTS COORDINATOR AND MARKETING ASSISTANT**

CLEARTRACK (EVL) LIMITED, MAIDSTONE - LANDSCAPE MAINTENANCE COMPANY (APRIL 2010 TO JULY 2014)

- REDESIGNING THE COMPANY'S WEBSITE - WWW.CLEARTRACK.CO.UK
- MANAGING THEIR ONLINE PRESENCE
- CREATION OF THE STAFF NEWSLETTER "THE TRACK"
- PROJECT PLANNING
- ORGANISING STAFF AND COORDINATING WITH CLIENTS
- DATABASE ADMINISTRATION
- DATA INPUT
- CREATING REPORTS USING MICROSOFT ACCESS AND MICROSOFT EXCEL
- GENERAL ADMINISTRATION AND SUPPORT DUTIES

## **MARKETING AND PR ASSISTANT (INTERNSHIP)**

THE EXTREME SPORTS COMPANY, LONDON - BRAND LICENSING COMPANY (JULY 2009 TO NOVEMBER 2009)

- CREATING MICROSOFT POWERPOINT PRESENTATIONS FOR INTERNAL AND EXTERNAL PRESENTATIONS
- GRAPHIC DESIGN TASKS USING ADOBE PHOTOSHOP AND ADOBE ILLUSTRATOR
- HTML EMAIL WRITING FOR MAIL SHOTS
- EVENTS MANAGEMENT - ORGANISING EVENTS AT THE DAILY MAIL SKI AND SNOWBOARD SHOW AT EARLS COURT
- BUSINESS DEVELOPMENT TASKS
- WORKING TO BRIEFS AND BRAND MANUALS
- CREATING MARKETING REPORTS
- CEO PERSONAL ASSISTANT DUTIES

## **FREELANCE MARKETING CONSULTANT (PART TIME)**

GENESA UK, TONBRIDGE - SECURITY EQUIPMENT RETAILER (OCTOBER 2008 TO JANUARY 2009)

- BASIC WEBSITE DESIGN AND EDITING
- GRAPHIC DESIGN FOR PRESS ADVERTISEMENTS AND FLYERS

## **EDUCATION**

**THE UNIVERSITY OF THE CREATIVE ARTS, ROCHESTER (MAY 2009 TO FEBRUARY 2011)**

- TONIC BUSINESS COURSE (PART TIME) - CREATIVE I.T. - GRADE N/A
- TONIC BUSINESS COURSE (PART TIME) - CREATIVE THINKING - GRADE 2:1

**THE UNIVERSITY OF NORTHAMPTON (SEPTEMBER 2005 TO JULY 2008)**

- BA ENTERTAINMENT MARKETING - 2:1
- DISSERTATION TITLE - AN ANALYSIS OF PRODUCT PLACEMENT IN ENTERTAINMENT - FIRST

**SWADELANDS SIXTH FORM, LENHAM (SEPTEMBER 1996 TO JULY 1999)**

- GNVQ ADVANCED BUSINESS - PASS
- GNVQ INTERMEDIATE LEISURE AND TOURISM - PASS

**SWADELANDS SECONDARY SCHOOL, LENHAM (SEPTEMBER 1991 TO JULY 1996)**

- 10 GCSEs, GRADE A-C, INCLUDING MATHS AND ENGLISH

## **INTERESTS**

- FILMS - FAVOURITE MOVIE - BACK TO THE FUTURE
- VIDEO PRODUCTION, EFFECTS AND MOTION GRAPHICS - COMMISSIONED TO PRODUCE A COMMEMORATIVE VIDEO FOR THE 90TH ANNIVERSARY OF THE BUDOKWAI JUDO CLUB IN LONDON, WHICH HAS CURRENTLY HAD OVER 30,000 VIEWS ON YOUTUBE
  - SPORTS - SKIING, SNOWBOARDING, TRAINING IN THE GYM AND FOOTBALL
- ORGANISER OF THE UNIVERSITY OF NORTHAMPTON SKI AND SNOWBOARD SOCIETY TRIP TO LES ARCS, FRANCE IN 2008
- STUDENT AMBASSADOR FOR BA ENTERTAINMENT MARKETING AT THE UNIVERSITY OF NORTHAMPTON - 2007 TO 2008
- AS PART OF MY FINAL YEAR AT UNIVERSITY, I WORKED WITH LONDON'S CALLING (A LONDON BASED MEDIA AGENCY) TO PREPARE A MARKETING RESEARCH PROJECT, INCLUDING PLANNING THE RESEARCH, CARRYING OUT THE PRIMARY RESEARCH IN LONDON, AND PRESENTING THE FINDINGS BACK TO THE CLIENT.
  - PART TIME SKI INSTRUCTOR AT THE JOHN NIKE ALPINE DRY SKI SLOPE IN CHATHAM - 2003 TO 2004
    - VOLUNTARY ROLE AT KINGSWOOD AND ULCOMBE SCOUT TROOP - 1996 TO 2000
    - VOLUNTARY ROLE AT KINGSWOOD PLAY SCHEME - SUMMER 1999 AND SUMMER 2000

**REFERENCES AVAILABLE UPON REQUEST**