

PAIGE SMITH

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SUMMARY

Marketing undergraduate with 2+ years of hands-on experience in social media management, copywriting, content creation, analytics, and campaign strategy. Has worked across B2B and B2C brands, including Club Med Northern Europe, contributing to multi-channel campaigns. Currently completing a First-Class honours degree in Marketing with Advertising and Digital Communications at London South Bank University and actively building industry experience through a concurrent internship.

SKILLS

Marketing Skills

Social media management (B2B & B2C)
Copywriting
Content planning & creation
Campaign strategy
Audience & competitor research
Data analysis & reporting
Events coordination
Influencer & media relations

Tools

Canva
WordPress
Roxhill
Vuelio
WIX Studio
Meta (Instagram, Facebook, LinkedIn)
OpenTable
Hootsuite

EDUCATION

London South Bank University | SEPTEMBER 2022 - 2026

Bachelor of Arts (Hons) in Marketing with Advertising and Digital Communications – Predicted First-Class Honours

MARKETING PROJECTS

Stories Behind Things: Developed a full marketing strategy for a live client brief targeting Gen Z around sustainability. Conducted a situation analysis including market research, competitor analysis, and audience profiling, applying the 5P's framework. Used AIDA and SMART frameworks to define campaign objectives and build out multi-channel tactics. Awarded a First on this project.

Pearl & Dean: Designed a creative multi-channel campaign for a live Pearl & Dean brief, aimed at driving post-Covid cinema attendance. Conducted a brand audit and developed above-the-line and below-the-line strategies spanning TV advertising and paid, earned, and owned social media. Awarded a First on this project.

EXPERIENCE

Pepper & Seed LTD / Internship | JULY 2025 - PRESENT, LONDON

Manage social media content and copywriting for the agency's Instagram and LinkedIn channels, supporting activations across a portfolio of international hospitality clients including Banyan Group and Teardrop Hotels. Contribute to communications planning, client relationship management, and events coordination. Maintain and update the agency website using WordPress. Distribute releases using Roxhill and monitor and report on coverage using Vuelio.

Club Med Northern Europe / Public Relations and Trade Marketing Assistant | JULY 2024 - JULY 2025, LONDON

Worked within an international marketing team across social media, content, and trade marketing during a 12-month placement year. Managed B2B and B2C social media channels, producing campaign imagery and reels using Canva. Analysed organic B2C content performance and proposed a revised posting strategy to reduce frequency from daily to three times per week, resulting in improved engagement. Contributed to quarterly business reviews, presenting social media benchmarks and analytics to the wider team. Coordinated 8 influencer stays, as well as media visits for journalists from national titles including The Times, The Telegraph, and The Daily Mail. Attended a FAM trip aboard Club Med 2, supporting the run of show alongside travel agents and media, gaining first-hand insight into the brand's market positioning and customer experience.

The Fox and Hounds / Social Media Manager and Bar Waitress | SEPTEMBER 2022 – JUNE 2024, LONDON

Voluntarily managed and grew the business Instagram account, increasing follower count by 14% in 8 months through consistent content creation and scheduling. Supported front of house operations during busy periods, using OpenTable to manage bookings and maintain customer organisation.

Shopfitting Warehouse / Customer Service Executive | JUNE 2021 - JULY 2022, DORSET

Managed day-to-day customer enquiries, working collaboratively with the team to meet shared monthly financial targets.

The Dancing Moose / General Manager | OCTOBER 2020 - MAY 2021, DORSET

Led front of house operations for a hospitality venue, managing a team and optimising scheduling to maintain a 30% labour budget. Oversaw purchasing, end of day finances, and daily sales performance, regularly exceeding revenue targets through upselling. Developed strong commercial awareness and team leadership skills in a fast-paced, customer-facing environment.

BP / Deputy Store Manager | JULY 2017 - SEPTEMBER 2020, DORSET

Made in-store marketing decisions for new product launches and existing promotions, ensuring activity was commercially and logistically aligned. Tracked monthly KPIs to monitor store profitability, identifying and implementing process improvements where targets were under met. Developed strong commercial awareness and data-driven decision-making skills across a 3-year tenure.