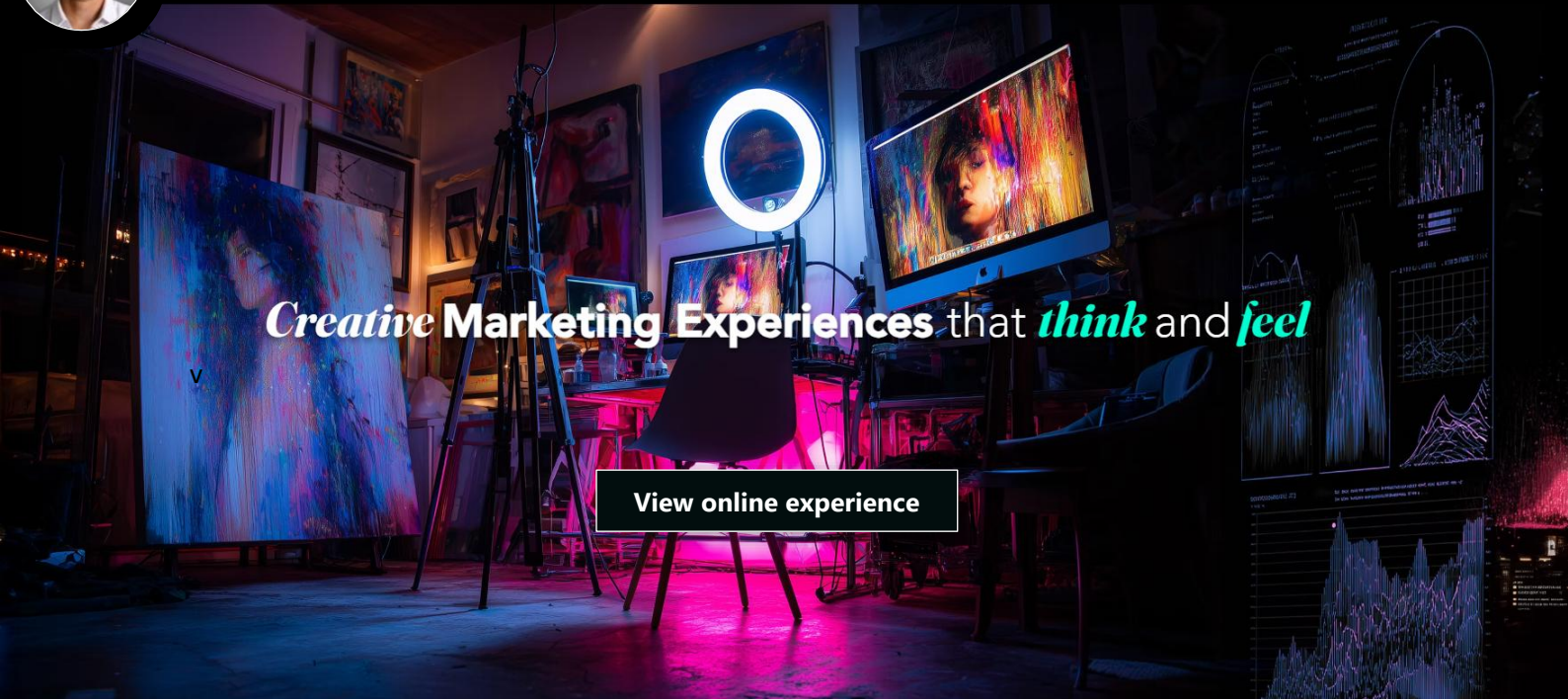




NICK SAWYER 

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CV 2025



Creative Marketing Experiences that **think** and **feel**

View online experience

14 years' Marketing Experience

ADVERTISING | EVENTS | SEM | SEO | PPC | EMAILS | WEBSITE | CMS | CRM | GDPR | SOCIAL MEDIA | CONTENT | COPYWRITING | PROJECT MANAGEMENT | LEADERSHIP | CUSTOMER SEGMENTATION | CX/UX/UI | HTML



Social Media Manager
2023 - present



Digital Marketing Manager
2018 – 2022, 5 years



International
Entertainment and Leisure
Marketing Agency

UK Digital Marketing and Analytics Manager
2013-2018, 6 years

Marketing Investment, Sales and Ticketing Executive
2012-2013, 1 year

CREDENTIALS



CIM Accredited Diploma in Digital Marketing Syllabus Certificate



Google Analytics Certification
Google Ads Certification
Google UX Certification (ongoing)



23 years' Design Experience

LOGO | WEBSITE | HTML | GRAPHIC | ANIMATION | VIDEO | POWERPOINT | INTERIOR ARCHITECTURE | ART | 3D | ILLUSTRATION | PHOTOGRAPHY | BRAND DESIGN | EVENT | ONLINE EVENT

A-Level Fine Art, A-Level Media Studies 2004



Bachelor of Arts Degree
Interior Architecture and Design
Canterbury School of Architecture 2008



25 years' Analytics Experience

Year 9 Mathematics SAT:
Year 11 GCSE Mathematics:
Year 13 A Level Statistics:

Grade 8 (Highest achievable grade)
A* (Highest achievable grade)
A (Highest achievable grade)



Google Analytics
Highly proficient



Social Media Manager 2023 - present

- Supporting paid and organic social across key brands, aligning campaigns to business goals through data, strategy, and governance.
- Redesigned workflows to improve speed and collaboration.
- Owned Sprinklr reporting, building dashboards and templates to drive insight-led decisions.
- Created a social listening strategy to uncover audience and competitor trends.
- Simplified UI and dashboards to boost usability and adoption.
- Delivered training sessions to upskill teams in analytics and platform best practice.
- Streamlined governance with automated dashboards for legal and compliance.
- Built a reusable campaign reporting framework across channels.
- Co-developed media plans with agencies, backed by audience data.
- Piloted new platforms and shaped channel strategy to future-proof performance.



Trustee 2023 - present, 1 year



Digital Marketing Manager 2018 – 2023, 5 years

- Responsible for the strategic development and design of all digital communications, user journeys and below the line creative, while line managing and gaining assistance from the digital marketing team.
- Design, content creation and management of 6 websites, including small redesign increasing average time on site by 20%.
- Working as a broker between and collaborating with businesses, entrepreneurial clinicians, NHS commissioners, the public and the health and care sector, trying to influence and persuade them with highly complex and sensitive information.
- The development, design and print of marketing campaigns including adverts, logos, posters, flyers and infographics.
- The development of social media and stakeholder email strategies plus the production and design of animations, twitter cards and email templates. Results include increasing email click-through rates by 16%.
- Procurement and management of creative agencies, printers, film producers and photographers.
- Analysis of digital channels, aligning to core business goals, setting KPIs and delivering them.



International
Entertainment and Leisure
Marketing Agency

UK Digital Marketing and Analytics Manager 2013-2018

- Independently project managed and set up the digital marketing insights division.
- Analyse, consult, develop and design digital marketing strategies, ad copy and creative for over 100 clients, across all three UK offices, for over £10,000,000 in annual media spend.
- Using data to generate insight lead recommendations and campaigns, and reporting back to stakeholders on results against set KPIs
- Account management (media planning/ buying/ execution).
- New business pitch document creation.
- Report directly to the company board.
- High workload & time, relationships and expectation management.
- Creation of data dashboards using Excel and 3rd party data partners.
- B2B/B2C, Content, Marketing, Copywriting, SEM, Display, Social, UX, website, digital marketing.

Marketing Investment, Sales & Ticketing Executive 2012-2013



Larches Community Charity PA to CEO/ Office/ Marketing Manager 2011 – 2012

- Web design and management, increasing web visits by 100%.
- Social media design and management, increasing followers by 200%.
- Exhibition design and planning.
- Charity Event Management
(appeared on BBC News)
- HR, PR, PPC, Procurement, Finance, Project Management, Marketing, Design, Content



Essex County Council Social Care Coordinator 2010-2011



España Breaks (Valencia) Lead Generation 2009



John Anthony Signs CAD Draughtsman 2008 – 2009



LinkedIn Skill Assessment Badges:
Adobe Photoshop, Cascading Style Sheets (CSS), Google Analytics, HTML, Microsoft Excel, Microsoft PowerPoint, Search Engine Optimisation (SEO), Wordpress.



**UPC Event
Management
Certificate 2016**



**SCOTWORK Negotiation
Concepts 2011**



**NVQ level 3 in Customer
Excellence 2011**

