

Maxwell Oakley

+44 7478 690536 | maxoakley132@gmail.com | Betchworth, RH3 7EA

Professional Summary

Self-motivated digital marketer and content creator with hands-on experience executing campaigns, building brand identity, and creating performance-driven content for both local businesses and personal projects. Currently leading the marketing and content strategy for a pre-launch direct-to-consumer skincare product, where I manage brand development, visual storytelling, and growth planning. I'm looking to apply my creative and analytical skills in a dynamic marketing team.

Education

Bachelor of Arts in Media Production - 2:1

University of the West of England, Bristol - Graduated, July 2023

- Managed multiple projects with strict deadlines in team and solo settings.
- Created content for local businesses using Adobe Creative Suite.
- Produced radio, video, audio and online media with a focus on audience engagement.

Certificate of Higher Education, Digital Media

Coventry University – Completed Year 1, July 2020

- Web design and development fundamentals, HTML, CSS, and creative coding.
- Digital content creation, including animation, graphic design, video, and immersive media (AR/VR).
- Media strategy and storytelling focusing on branding, digital marketing, and cross-platform campaigns.

A-Levels

Business Studies, Product Design, Film Studies

Reigate College - Graduated, 2017

Digital Marketing Experience

Marketing & Content Lead - Pre-Launch Skincare

Brand June 2025 - Present

- Developing short-form video content strategy for TikTok, Instagram, and YouTube Shorts.
- Writing educational and conversion-focused scripts tied to a niche skincare solution.
- Creating brand positioning, visual identity, and storytelling across platforms.
- Planning influencer outreach, SEO blog content, and e-commerce integrations (e.g. TikTok Shop).

Digital Marketing Consultant - TRL Project Hotel & Restaurant, Surrey

January 2024 - June 2025

- Website redesign to improve user experience and brand alignment.
- Conducted market and competitor analysis to improve positioning.
- Produced promotional videos and photography to boost engagement.
- Developed content strategy, reducing staff call volume and increasing bookings by 26% YoY.

Maxwell Oakley

+44 7478 690536 | maxoakley132@gmail.com | Betchworth, RH3 7EA

Social Media Manager - Guru J's, Bristol

January 2022 - February 2023

- Increased Instagram and Facebook engagement by 45% via targeted content and Meta campaigns.
- Created visual content to showcase dishes, events, and behind-the-scenes team culture.
- Managed community engagement and reputation through DMs, comments, and reviews.
- Coordinated seasonal promotions, boosting annual footfall by 12%.

Certifications

- Meta Certified Digital Marketing Associate (In Progress – Expected July 2025)
- Google Ads Search Certification (In Progress – Expected July 2025)
- Health and Safety Level 2
- First Aid
- Fire Safety Awareness
- GDPR Awareness
- Cybersecurity Fundamentals

Skills

- Excellent client communication and interpersonal skills
- Confident phone handling with professional etiquette
- Strong conflict resolution and customer support
- Multitasking and time management
- Client relationship management
- Social media content production (Reels, TikTok, YouTube Shorts)
- Email copywriting and campaign planning
- Proficient in Canva, Meta Business Suite, and Google Analytics
- Experienced in Adobe Creative Suite (Photoshop, Premiere Pro, etc.)
- Basic HTML & CMS usage