



# Daniel Roberts

## Marketing & Media

I consider myself a friendly and approachable individual with a positive mindset. I am highly motivated, always seeking opportunities for growth and improvement. These qualities drive my commitment to achieving both personal and professional success. I am eager to apply them in contributing to any team or project with a keen willingness to learn and work to a high standard.

## Contact

### Phone

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### Email

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### Address

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28A High Street  
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## Education

2010 - 2012

### BTEC Diploma - Film Production

Leamington College

2004 - 2009

### GSCE's - 8 Grades A - C

Ashlawn School

## Skills

- Photography: Lightroom
- Videography: Premiere Pro
- Graphic Design: Photoshop
- Social Media: Content Creation
- Digital Marketing: SEO & MailChimp
- Motion Graphics: After Effects

## Additional Roles

### Level 2 Coaching Sport & Physical Activity

### Freelance Photography & Videography

### Freestyle Scooter Judge

### First Aid Trained

### Barbering

## Experience

2020 - Present

THQ Distribution | Upper Bruntingthorpe

### Media Assistant & Content Creator

#### Achievements

- Successfully collaborating with external contacts on advertising campaigns.
- Growth of social media following on all platforms and a five figure revenue on YouTube.
- Generating sales through adverts and digital marketing mailers.
- Developing campaigns adhering to KPI metrics to ensure success.

#### Responsibilities

- Content creation to boost presence in the digital space.
- Managing E-Commerce, products including stock, gallery and key listing information.
- Creation and design of both print and digital marketing materials.
- Product photography and retouching for web listings to encourage online sales.

2015 - 2020

SRO Distribution LTD | Market Harborough

### Social Media & Marketing

#### Achievements

- Distribution of goods to reputable stockists worldwide.
- Achieving a follow count of over 300,000 followers on Instagram.
- Partnering with other brands to launch best-selling products.

#### Responsibilities

- Crafting and executing strategies for enhancing online brand presence.
- Understanding intricacies of different social media platforms and engagement.
- Utilising unique features and algorithms for content optimization.
- Creating compelling and relevant content for all brands.

2012 - 2015

Supreme Scooters | Rugby

### Business Owner

#### Achievements

- Opening a physical scooter store at 18 in an industry I am hugely passionate about.
- Organized and hosted community events and workshops to promote the sport and creating a safe-space for other riders.

#### Responsibilities

- Established strong relationships with suppliers, ensuring a diverse inventory.
- Provided exceptional customer service, leading to repeat business and loyalty.
- Staying ahead of industry trends to consistently offer the latest products and services.

## Reference

### Andy Stretton

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### Will Prentice

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