

Laine Smith

lainesmithportfolio.com

Summary

I am a dedicated and driven marketing professional, having completed a Master's in Digital Marketing at King's College London, graduating in January 2026. I also hold a First-Class BA in Digital News and Media from the University of Buckingham. I currently work as a Marketing Manager, applying strategic, creative, and hands-on expertise across brands

Skills & Proficiencies

- Microsoft Proficiency
- Brand Strategy
- Social Media Management
- Social Media Strategy
- Paid Social
- Web Content Writing
- Adobe Photoshop
- Canva
- Content Creation
- Consultancy
- Marketing Strategy
- Analytics and KPIs
- Budgeting
- Management
- B2C and B2B
- Purpose-Driven

Work Experience

Marketing Manager London Brasseries LTD

December 2025 - Present

- Lead digital marketing and brand strategy across five restaurants and six hospitality brands.
- Manage social media, paid social, email, web, in-venue marketing, and influencer partnerships.
- Plan and deliver campaigns to drive bookings, footfall, and brand visibility.

Local Growth Officer Scouts

May 2024 - December 2025

- Open new sustainable Scout groups in the Barnet District.
- Conduct recruitment, training and management of new and existing volunteers.
- Expand, maintain and promote new Scout groups in the Barnet district.

Social Media Manager From Field and Flower

January 2024 - December 2025

- Managed all social platforms and online communications.
- Created branded content and a multi-platform strategy to increase footfall and online sales.

Digital Inclusion Community Officer Age UK Milton Keynes

December 2022 - December 2023

- Delivered digital support to older people in community and residential settings.
- Promoted digital inclusion and safe engagement with technology.

Educational Background



MSc Digital Marketing

Kings College London

Year of Graduation: 2026

- Awarded Merit

BA Digital News and Media

University of Buckingham

Year of Graduation: 2024



- First Class Honours

Volunteer Work, Awards, Affiliations, and Interests

Volunteer

The Scouts Association

2025 - Present

Remote support of Squirrels groups in Barnet.

Fundraising Volunteer

A Little Piece of Hope Charity

2015 - 2023

Marketing Volunteer

Girlguides

2018-2020

Duke of Edinburgh Awards

King William's College

2014-2020

Bronze, Silver and Gold awards completed.

First Aid Certification

Food Hygiene Safety Certification

Enhanced DBS

Further Work Experience

Social Media Manager Intern

Healthcare Workers' Foundation

December 2022 - January 2023

- Increased organic site traffic by developing and executing digital marketing content strategies.
- Promoted charitable donations through strategised daily content.
- Worked on advertising proposals and online marketing campaigns.

Branding, Sales and Marketing Intern

The Flexible Workspace Company

September 2022 - November 2022

- Obtained sole responsibility for managing all social platforms.
- Created original branded content with a variety of software.
- Modernised the company's brand image

Real Estate Agent/Social Media Manager

Christopher Pallet Aylesbury

September 2022 - December 2022

- Undertook responsibilities as an estate agent.
- Created and managed all company social media platforms.

Food and Beverage Assistant

Best Western Hotels

September 2021 – February 2023

Shopkeeper

Mace Stores

November 2021 – January 2022

Social Media Manager/Front of House

Mad Jack's Axe Throwing

August 2021 – September 2021