

Laine Smith

First Class Graduate

Summary

I am a dedicated and driven individual currently pursuing a Master's in Digital Marketing at King's College London, set to graduate in September 2025. I recently completed a BA in Digital News and Media with First Class honours from the University of Buckingham. I am eager to gain hands-on experience in Marketing and Public Relations.

Contact Info

LinkedIn Profile:

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Skills & Proficiencies

- Microsoft Proficiency
- Social Media Management
- Web Content Writing
- Adobe Photoshop
- Canva
- Content Creation
- Consultancy
- Marketing Strategy

Work Experience

Local Growth Officer Scouts

May 2024-Present

- 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 - Present

- Obtain sole responsibility for managing all social platforms.
- Create original branded content.
- Create a multi-platform strategy with the overall goal of increasing footfall in the Borough Market store and boosting online orders.
- Operate as a sales assistant in the Borough Market store to sell goods to customers face-to-face.
- Manage all online communications.

Digital Inclusion Community Officer

Age UK Milton Keynes

December 2022 to December 2023

- Motivate and inspire older people to get online, and engage safely and securely in the digital world.
- Operate in older people's homes, from community venues or remotely and in either a group or 1:1 setting.
- Promote the service and to encourage older people to embrace digital technology as well as raise awareness.

Educational Background



BA Digital News and Media

University of Buckingham

Year of Graduation: 2024

- First Class Honours

International Baccalaureate

King William's College

Year of Graduation: 2020



- 34 Points
- Higher Level: 6,6,4

Volunteer Work, Awards, Affiliations, and Interests

Fundraising Volunteer

A Little Piece of Hope Charity

2015 - 2023

I assisted in raising funds in order to aid families with bereavements and who need assistance with ill or disabled children.

Marketing Volunteer

Girlguides

2018-2020

Assisted with graphic design, creating flyers and invites for fundraising events.

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

References available upon request