Chloe Bennett

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Marketing graduate with hands-on social media and email campaign experience

Profile

Business and Marketing graduate (2:1, University of the West of England) with a marketing internship at a consumer brand and two years running social channels for a student society. Plans content around clear goals, tracks results in Google Analytics and adapts quickly based on what the data shows.

Education

BA Business and Marketing, University of the West of England

2:1 | Bristol | Sep 2021 – Jun 2024

- Modules: Digital Marketing, Consumer Behaviour, Brand Management, Marketing Analytics
- Group project: go-to-market plan for a refillable cleaning brand (78%)

A-levels, Clevedon School

ABB | Clevedon | Sep 2019 – Jun 2021

- English Language (A), Business (B), Psychology (B)

Experience

Marketing Intern, Oakfield Drinks Co.

Bristol | Jun 2024 – Sep 2024

- Planned and scheduled 60 Instagram and TikTok posts for a summer product launch, growing followers by 18% over 12 weeks.
- Wrote 6 email newsletters in Mailchimp; tested subject lines and lifted the average open rate from 29% to 34%.
- Pulled weekly campaign reports from Google Analytics and Meta Business Suite for the marketing manager.
- Coordinated product samples and briefs for 12 local food bloggers.

Social Media Lead, UWE Hiking Society

Bristol | Sep 2022 – Jun 2024

- Ran the society's Instagram and TikTok accounts, growing combined followers from 900 to 2,600.
- Designed freshers' fair posters and posts in Canva that helped sign up 140 new members.
- Introduced a simple content calendar shared with the committee, so events were promoted 2 weeks ahead.

Barista, Harbourside Coffee

Bristol | Oct 2021 – Jun 2023

- Suggested a loyalty-card promotion on the shop's Instagram that the owner adopted for autumn 2022.

Skills

Social media management, Content planning, Copywriting, Mailchimp, Google Analytics 4, Meta Business Suite, Canva, Microsoft Excel, A/B testing

Certifications

- Google Analytics Certification, 2024
- HubSpot Content Marketing Certification, 2023