

# JACK MANN

## MARKETING SPECIALIST

31/12/1999 - MANNJACK664@GMAIL.COM - 0450150039 - SYDNEY, NSW

### PROFESSIONAL SUMMARY

I am a hardworking and creative 25-year-old from Northern England, passionate about crafting trailblazing and authentic brands through contemporary media and storytelling. With a proven track record of independently designing over 25 company brands, building 15+ websites, and collaborating with more than 100 companies worldwide, I bring innovation, dedication, and a collaborative spirit to every project. While I thrive on the independence of running my own business, I am eager to return to a team environment where I can contribute to larger projects for bigger brands.

### WORK EXPERIENCE

#### **OWNER/DIRECTOR:** East Coast Creative Co (Sydney) **2023-2025**

- Collaborated with a diverse portfolio of over 50 international clients across industries including wellness, fitness, and e-commerce. Increasing client revenue by an average of 22.5% through tailored branding and marketing strategies.
- Developed and delivered comprehensive brand identity solutions and rebranding strategies for over 15+ companies within the past year. Resulting in a 100% client satisfaction rate due to thorough communication & development.

#### PROJECT FOCUS - KAASEN EQUINE (EQUINE CRYOTHERAPY)

- Implemented a rebranding strategy that increased website traffic by 200% and sales inquiries by 80% within 3 months.
- Configured a CRM system with targeted advertisement, increasing ROI & contributing to a 6-figure revenue increase.

#### **MARKETING EXECUTIVE:** Call Systems Technology (London) **2023**

- Designed and implemented a user-centered content system for CST by conducting in-depth interviews with end-users, analyzing feedback, and developing a dynamic blog format that enhanced user engagement and knowledge sharing.
- Successfully rebranded social media platforms for both inhouse channels, increasing engagement by 75% in 3 months.
- Rebranded CST's brand identity and content strategy, creating cohesive visuals/messaging, elevating market positioning.

#### **SALES & MARKETING EXECUTIVE:** EV3POWER (Leeds) **2022-2023**

- Spearheaded a comprehensive rebranding initiative, transforming the company's digital presence (website, social media, and online portal) and traditional assets (email campaigns, briefs, proposals) to align with strategic business goals.
- Directed and optimised all digital channels, including the company website, social media platforms, and online portals, resulting in a 50% boost in online engagement & 85% increase in social media engagement (140% on Linked In.)

### EDUCATION

#### **MASTERS OF ARCHITECTURE: MArch Sustainable Design** **2021-2022** University of Nottingham | England

#### **BACHELORS OF SCIENCE:** (BSC Human Geography) - **2018-2021** University of Nottingham | England

### SKILLS

- Brand Development & Strategy
- Graphic Design & Digital Illustration
- Website Design (WordPress, Shopify, Wix)
- CRM Systems (HubSpot, Salesforce)
- Social Media (Meta, LinkedIn, Tiktok)
- Content Creation (Videography, Photography, Copywriting)
- Drone Flying License (RPA)
- Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro)

### REFERENCES & PORTFOLIO

AVAILABLE ON REQUEST