



Lucie Fitzpatrick
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I am an MSc Digital Marketing graduate seeking part-time communications work in the creative industry. I am passionate about marketing the arts, particularly advocating the impact of creativity on wellbeing, participatory arts and community engagement.

I am driven by a desire to help people find new opportunities, develop skills and increase the reach of the work of organisations, and I am currently creating packages of CPD training for artists and SMEs related to research, strategy, planning and tactical marketing. I am a highly organised, practical and creative problem solver. When participating on group projects I have relished the coming together of ideas and the positive effect that creative pursuits and teamwork can have for people. I consider myself open-minded and non-judgemental, with experience working with people from diverse backgrounds or experiencing mental health issues. I am self-employed and would like to work for a few organisations as I prefer this kind of flexibility and variety. My top skills are organic strategy, branding, photography, content, attention to detail, written English and high empathy.

EDUCATION & QUALIFICATIONS

2018 – 2019 MSc Digital Marketing (First) - The University of Salford

Key units: Digital Innovation, DM & Analytics, Search & Social Media, Marketing and Services Management. 3-month intern with Manchester-based mindful arts CIC.

2012 – 2013 BSc Creative Media Management (2:1) - The University of Salford

Key units: Business development & strategic management, integrated marcomms (charity marketing), research development (craft fairs, wellbeing & community), events/project management (art exhibition).

2010 – 2012 Foundation Degree Jewellery and Applied Arts (First) MMU

Research, development and contemporary jewellery and applied arts making. Publicity design, conceptual installation.

A Levels - Southport College

A2 Level Photography achieved at grade A*, AS Level Photography achieved at grade A, AS Level English achieved at grade C.

GCSEs – Bolton College and Southport College

GCSE English achieved at grade A, GCSE Photography achieved at grade A, GCSE Sociology achieved at grade B.

EMPLOYMENT & TRAINING

March 2016 – present Marketing Officer, Arc Centre and Gallery, Stockport

Managing the arts for wellbeing organisation's marketing and social media communications.

May – July 2019 Digital Marketing Coordinator, Levy Fringe Festival 2019

DM for small festival of arts and culture. Event promotion, Facebook and Instagram management, content creation, SEO. Main aim: increase ticket sales. KPI: increase social media engagement.

Dec 2018 – Mar 2019 Digital Marketing Intern, The Owl and The Coconut, Levenshulme

DM UoS internship with a mindful art CIC. Internal and market analysis, rebranding and repositioning, website changes and content recommendations.

October 2013 – present Self-employed Marketer, Artist, Curator and Workshop Facilitator

Maker of various crafts, art and photography, both creator and training and marketing and social media workshops. Seller at market stalls.

June 2011 – Present Associate Artist (workshops, exhibitions, small events), Arc
Curation and project management of small events, exhibitions and workshops.

July 2015 & July 2016 Volunteer Instagrammer, Sale Arts Trail
Content creation, product photography and social media posting for arts festival.

Nov 2013 – May 2014 Crafty Assistant, Craftelicious Café, Chorlton
Children's craft workshops, social media, shop and café work.

March 2013 – Feb 2014 Volunteer Retail Assistant, Sue Ryder, Chorlton
Stock room, till work and visual merchandising. Achieved Retail NVQ.

October 2011 & 2012 Volunteer Event Support, The Great Northern Contemporary Craft Fair
General stewarding, admin and artist support.

Other training

Youth Work training | Mindful Art Practice Course | Mindful-Based Stress Reduction Course
Safeguarding Alerter training | Various digital and marketing training | Basic DBS checked

RELEVANT SKILLS

GENERAL	DIGITAL
<ul style="list-style-type: none"> ✓ I have experience working in a creative community as a volunteer, commissioned artist/curator, facilitator and marketer. ✓ I possess various practical skills related to the arts and events. ✓ I have experience working resourcefully to a tight deadline and on a tight budget. ✓ I understand the fundamentals of design, photography curation and visual merchandising for both point-of-sale and digital marketing. ✓ I am self-employed so have some experience with basic bookkeeping. ✓ I can manage time effectively and meet deadlines. ✓ I am reliable and work with an extremely high attention to detail. ✓ I am an effective communicator and can work when given tasks by on my own initiative and as part of a team. ✓ I am willing to take on the responsibility of managing other people and organising and running events or projects. ✓ I have a polite telephone manner and use English to a high standard both verbally and written. ✓ I am a creative thinker, able to solve problems and conceive interesting new ideas. 	<ul style="list-style-type: none"> ✓ Proficient with email marketing, social media marketing, SEO, content marketing. ✓ I work with technology to a high standard. ✓ I have experience with Android, Apple and Windows computers and devices. ✓ I use Adobe Photoshop and InDesign and Microsoft Office and Google tools including Analytics. ✓ I frequently design using online content creation tool Canva. ✓ I use Windows Photos and Ripl and also have experience with Filmora and iMovie for editing videos. Eg promo video. ✓ I have used DSLR cameras since completing Photography AS Level in 2007. ✓ I have experience with and update daily social media channels such as Facebook, Twitter, Instagram, YouTube and Pinterest. ✓ I use event management websites such as Eventbrite and Ticketsource, and adapt quickly to digital tools. ✓ I frequently edit and update Wix and Wordpress websites such as www.arc-centre.org. ✓ I am developing marketing consultancy packages and workshops for creatives and small organisations to support them in their marketing attempts to raise awareness. ✓ I have run branding, photography and content creation training. ✓ Please visit Flickr for my visual portfolio.

HOBBIES & INTERESTS

I create my own artwork and occasionally sell at markets, displays and exhibitions of photography and craft. My main interests include arts and culture, films and music, swimming and cats.

Current and previous employer references available on request.