

Charlotte Herbert

Creative Content Producer & Aspiring Marketer

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I'm a technically skilled and creative media graduate seeking to launch a career in Marketing. With a strong foundation in video production, visual storytelling, and Adobe Creative Suite, I am eager to apply my skills to a fast-paced, creative team. I offer a unique blend of technical editing proficiency and narrative creativity, ready to help develop engaging content and contribute to impactful marketing strategies.

EDUCATION

Bournemouth University	<i>Sep. 2022 – Jul. 2025</i>
<i>BA (Hons) Film</i>	<i>Grade: 2.1</i>
Gloucestershire College	<i>Sep. 2019 – Jun. 2022</i>
<i>Level 2 & 3 in Creative Media Practice</i>	<i>Distinction and Merit</i>

DIGITAL MARKETING & CONTENT EXPERIENCE

Creative Lead & Digital Content Producer University & Freelance Projects	<i>Jan. 2022 – May. 2025</i>
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Managed the full-cycle development, production, and promotion of multiple video projects (inc. 'The Nightmare Friend,' 'Immune,' 'The Secret on Set') for university and freelance portfolios.

- Digital Campaigns & Social Media:** Developed and executed promotional campaigns for all projects. Created and managed content for TikTok, Instagram, and YouTube, designing graphics, banners, and flyers in Adobe Photoshop and Canva.
- Video Production & Editing:** Directed, filmed, and presented on-camera segments. Edited all final cuts in Adobe Premiere Pro and DaVinci Resolve, crafting narratives to build suspense and drive audience engagement.
- Project Coordination:** Managed the full production lifecycle for "The Nightmare Friend," coordinating a crew of 10+, managing schedules, and ensuring timely delivery from concept to completion.
- Web, SEO & Email:** Launched and maintained a WordPress blog for "Immune," applying SEO best practices to blog posts. Prepared and sent email newsletters to project subscribers.
- Content Strategy & Research:** Conducted **audience research** to develop scripts for "The Secret on Set" and "The Last Entry." Wrote and presented pitch decks (B2B) and story treatments (B2C).

PROFESSIONAL WORK EXPERIENCE

Vue Cinema Customer Service Assistant	<i>Jun. 2021 – Sep. 2022</i>
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- Championed an exceptional guest experience in a busy 7-screen cinema, efficiently managing ticketing, sales, and service for up to **500+ customers** during sold-out blockbuster release weekends.
- Resolved customer issues with a calm, solutions-focused approach, de-escalating complaints to ensure satisfaction while maintaining **100% accuracy** across all cash and card transactions.
- Proved to be a highly reliable team player within a team of **15+ staff**, frequently covering extra shifts to ensure consistent operational readiness and support for colleagues.

Boho Bakery Baker & Caterer	<i>Jul. 2019 – Apr. 2020</i>
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- Operated as a key member of a **five-person team**, seamlessly coordinating all front-of-house and kitchen duties to serve up to **150+ customers daily** in a fast-paced environment.
- Rapidly mastered and prepared a seasonal menu of **30+ unique items**, expertly managing baking schedules to minimise waste by **15%** and ensure optimal product freshness resulting in a **5-star food hygiene rating**.

REFERENCES CAN BE FORWARDED UPON REQUEST