

Joshua Allerton

As an interdisciplinary marketer, I've worked with multiple SMEs to develop their marketing by increasing their customer knowledge. In my recent role as a retailer, I utilised primary and secondary research to guide my copywriting and led us to become a finalist for Independent Retailer of the Year. I am now seeking a content and copy-focused role that enables me to use behavioural science in new and exciting ways.

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@JoshuaTAllerton

Experience

Co-founder

Alleway's Confectionary

August 2020 - Present

Launched a confectionary market stall and transformed it into the only vegan confectionary store in the country.

- 2021 Finalist for Birmingham's Independent Retailer Award.
- Developed marketing strategy with £0 budget and a mix of primary and secondary market research.
- Designed an automated email system that averages 40% open rates.

Marketing Manager

Narce Media

March 2020 - June 2020

- Developed their marketing strategy in line with company's visions and objectives.
- Research and proposed new methods to connect with partners throughout COVID-19.
- Produced graphics, animations, and copy for social media platforms.

Digital Marketing Intern

DB Sports

November 2019 - Feb 2020

- Led marketing research project into football player's and coach's barriers to the industry.
- Captured and analysed 134 respondents into readable and actionable data using Microsoft Excel.
- From the data, devised a marketing campaign (Campaign Confidence) echoing their tone of voice and channels.

Marketing Officer

The Arts of Change

February 2019 - June 2019

- Developed a social media marketing campaign to increase service inquiries by 120% over a 28-day period.
- Led a social media audit and discovered motivational and CEO-focused content was performing best.

Education

BA (Hons) Digital Marketing

Birmingham City University

2019 – 2022

HNC Theology

Newman University

2014 – 2016

BTEC (Level 3) Extended Diploma in Business

Stafford College

2012 – 2014