



JUDE CORNISH

Digital Marketing CV



Undergraduate Business Management student currently predicted a first at Lancaster University. Coupling these studies with experience as a freelance web developer, designer and tutor has allowed me to transfer theory into practice. This entrepreneurial spirit has strengthened my communication, organisation and marketing skills. I am looking for a fast-paced, challenging role within Digital Marketing where I can develop my abilities and skillset further. I am sure that working at British Sugar TOPSOIL would be the perfect opportunity to do so.

EDUCATION AND QUALIFICATIONS

LANCASTER UNIVERSITY (2019 - 2023)

BSC BUSINESS MANAGEMENT (INDUSTRY):

Predicted First Class Honours

ENSI207: Entrepreneurship - Discovery and Practice

ENSI211: Business Start-up

ENSI316: Social Contexts of Entrepreneurship

ENSI317: Family Business

ENSI322: Business Model Innovation

ENSI323: Building and Leading Entrepreneurial teams

MKTG210: Market Research

MKTG225: Consumer Behaviour

MKTG233: Digital Marketing

MKTG302: Strategic Negotiations

MKTG316: Advanced Topics in Consumer Behaviour

MNGT213: Data Analysis for Management

MNGT220: Fundamentals of Strategic Management

MNGT321: Management in the 21st Century

AYLESBURY GRAMMAR SCHOOL (2012 - 2019)

A-LEVELS (2019):

A - Business

B - History

B - Mathematics

B - EPQ: "How has Uber become so successful?"

GCSES (2015 - 2017):

8 - English Literature

7 - English Language

7 - Mathematics

6 A's, 4 B's and 1 C

OTHER:

Strong Public Speaker

Duke of Edinburgh - Bronze Award (2017)

Full UK Clean Driving License

WORK EXPERIENCE

KARING FRONTIERS: WEB DEVELOPER [VOLUNTEER]

06/20 - PRESENT

- I oversee the online presence of Karing Frontiers, a small registered charity who aim to support the Mae Ra Moe Junior College in the Mae Ra Moe Karen Refugee Camp situated in Thailand. Karing Frontiers aim to raise \$10,966 every year.
- I volunteered to rebrand, design and develop a brand-new website that is viewable at karingfrontiers.com.
- The site is complete with a fully custom donation-based payment flow powered by Stripe.
- Before my involvement, each donation added to a logistical turmoil. Now, Karing Frontiers is logistically manageable and has experienced a 27% increase in donations since the release of the new site.

JUDE CORNISH MEDIA: FRONT-END WEB DEVELOPER & WEB DESIGNER [SELF-EMPLOYED]

04/20 - PRESENT

- I have offered freelance development work to clients including; a large management consultancy business, various university societies and local businesses. This work is viewable on my portfolio: judecornish.co.uk.
- Operating this business has improved my communication skills and professional etiquette and given me great experience in working with clients and maintaining a high attention to detail under pressure.
- With each deal, I create a bespoke development proposal, present my initial ideas in the form of wireframes and mock-ups and code the final product from scratch to the client's requirements.

CUMBRIA CORONAVIRUS RELIEF FUND: ORGANISER AND RUNNER [VOLUNTEER]

04/20 - 06/20

- To raise funds for the Cumbria Coronavirus Relief Fund, I contributed 460 kilometres of running to a society total of 9120km in six weeks. We raised a total of £1,442 including gift aid and have been invited to the Cumbria Community Foundation Annual Showcase Event.

THE OLD PALACE LODGE HOTEL: WAITER [EMPLOYED]

06/19 - 08/19

- Serving as a waiter at the Old Palace Lodge Hotel introduced me to a fast-paced work environment that was very dependent on punctuality and teamwork. I thereby developed strong teamwork, communication and customer service skills.

NA: MATHEMATICS TUTOR [SELF-EMPLOYED]

01/19 - PRESENT

- I am a Mathematics Tutor up to GCSE level with a personal client base of six students.
- My students have averaged a two-grade improvement from their mock examinations.

AVIVA: CROSS-FUNCTIONAL AND P&L MARKET EXPERIENCE AT AVIVA PLC [WORK-EXPERIENCE] 06/18 (ONE WEEK)

- I had the opportunity to work in various areas of the company. Here, I experienced efficient cooperation between departments and secured an incredibly beneficial one on one meeting with the Head of Brand.

EXTRACURRICULAR AND HOBBIES

LEADERSHIP ROLES:

- I established, led and coordinated a secondary school squash team that competed in the Bucks Junior squash league.
- I applied for and secured the role of Deputy Head Boy of Hampden House. The role directly improved my leadership and presentation skills as I was responsible for organising and presenting to 180+ students every week.
- In 2019, our role as a senior leadership team was particularly challenging as our House manager was absent. We were subsequently recognised for our accountability and ability to adapt under pressure.

TREASURER FOR LANCASTER UNIVERSITY SQUASH SOCIETY:

- I pitched for and secured the role of Treasurer for LUSC (Lancaster University Squash Club). Here, I analyse the finances of the club, liaising with potential sponsors and controlling club spending. I also produce a bi-termly financial report for the exec.
- I have had to be proactive in adjusting for the uncertainty of the current climate and have demonstrated numerical and monetary management skills while making noticeable improvements to my Excel capabilities.

SQUASH AND RUNNING:

- I compete regularly for the Lancaster University 1st and 2nd Squash teams. Last year, we won division three and I held a personal 7-1 win-loss record. This academic year, I am ranked at fourth seed for the University 1st team, developing a superb ability to perform under pressure. I love the sport and currently compete/train seven to nine times per week.
- I am an avid runner recording over 1100km in 2020. I recently completed three marathons in three days, evidencing my determination, resilience and motivation. I set out to do this after I experienced a lull in motivation and productivity for a few days over the UK national lockdown period. It kicked me back into action.

OTHER SKILLS

WEB DEVELOPMENT:

- I have self-taught web development experience using HTML, CSS, JavaScript, node.js and React and established a business, Jude Cornish Media, making use of these skills. Offering my services to clients. In the future, I aspire to create a web-based application of my own and eventually monetise it. Ideally, an application that makes a positive contribution to society in the form of mental health awareness and support.
- This work viewable on my portfolio (judecornish.co.uk).

IT SKILLS:

- I am confident with all aspects of Microsoft Word, PowerPoint and most aspects of Excel. I was recently graded 86% on a MNGT130: Data Analytics report that was based around the ability to analyse spreadsheet data on Excel and Google Sheets.
- In 2018, I produced an award-winning presentation for the Young Enterprise Regional Finals.

VIDEO EDITING / CONTENT CREATION:

- I hold a passion for Video editing having been hired for a paid promotional video for an online services firm and recognised by business leaders in the area for my editing's originality and 'smoothness'.
- I am confident with a large portion of the Adobe Suite including but not limited to Premiere Pro, Adobe XD and Acrobat DC. My adaptability is evidenced by my experience in various digital disciplines. My skills can be transferred to various content types, YouTube videos, Instagram Adverts, Flyer/Brochure design and much more.

REFERENCES AVAILABLE ON REQUEST

