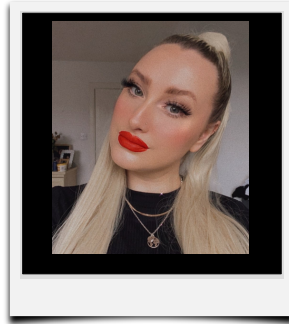


Elizabeth King

WRITER/PR AND MARKETING



INTRODUCTION

Hi there! I am a Beauty Promotion student in my final year at Solent University. I am passionate, creative and I love to write. I have created a brand called Euphoria by Lizzie which stemmed from a blog I created which is focused on self-love, body image and empowering women and men!

CONTACT DETAILS

Mobile: 07984 080 847
Personal Email: lizzieking19@gmail.com
Business Email: euphoriabylizzie@gmail.com
Location: Isle of Wight - moving to a different location June 2021
LinkedIn: @Lizzieeking
Website: www.euphoriabylizzie.com

ACADEMIC HISTORY

BA (HONS) BEAUTY PROMOTION

Graduating 2021

Southampton Solent University

EXPERTISE GAINED THROUGH MY DEGREE

Beauty Pr and Marketing
Influencer Marketing
Fragrance PR and Marketing
Beauty Journalism
Make-up and Hair Design
Photography
Sales
Retail
Editorial Writing
Beauty Photography
Branding
Social Media/Content Creation
Trend Forecasting
Business Start -up
Admin
Data Input
Customer service

CAREER SUMMARY

SOCIAL MEDIA MANAGER

Marketing Smartly LTD | March 2021 - Present

- Creating social media content for Marketing Smartly and clients
- Researching and implementing marketing strategy's
- Digital Marketing
- Website content creation

FREELANCE MARKETING AND PR CONSULTANT

Carlito's Kitchens and Bathrooms | Sept 2020 - Jan 2021

- Running/Creating social media platforms, creating content (Instagram/Facebook/Twitter) Coming up with marketing strategies that will further business. Creating company website via wix. Dealing with digital advertising.

NEWS EDITOR INTERN

SO Beauty Business | August 2020-November 2020 (Internship)

- Delegating tasks to our writing and social media teams
- creating schedules and calendars for launch dates
- entering the articles to our website
- speaking with potential clients/brands.

BEAUTY/LIFESTYLE COLLABORATOR

The Mint London | January 2020 - Current

- Writing articles about a variety of topics.
- Researching topics

SKILLS

Adobe
Microsoft Office Suite
Studio Set-up
Photography
Website Editing
Canva - graphic design