

Louis Burr

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Personal Statement:

I am a driven, enthusiastic and ambitious individual that brings innovation and fresh ideas to my work environment. I pride myself on being committed to my work and am always willing to go the extra mile. I have built my background in Marketing & PR as I believe this has given me a stable foundation to build upon into my career in the industry.

University Education

- **Bournemouth University (2015-2019)** : BSc (Hons) Marketing – 1:1
- **IPAG Business School: Nice (Semester 2: 2017)** : Business Administration – 2:1

Marketing Experience

Jan 2020 – Present, West Ham United – Marketing Assistant

- Working across several areas of marketing including direct marketing, CRM, fan engagement and matchday activations.

Jun 2019 – Jan 2020, GingerMay – Account Executive

- Responsible for creative pitching, copywriting, journalist liaison and general account maintenance.
- Developed accounts such as: Integral Ad Science, Canon Pro and Antstream Arcade.
- Consistently maintained a high level of quality amongst account deliverables.

Jan 2019 – Jan 2019, Pretty Green – PR Intern

- Responsible for data handling, analytical research, copywriting and account maintenance.
- Supported client accounts such as: Kopparberg, Nintendo, Nandos and Tough Mudder.
- Worked within the PR and Communications team on several major accounts to deliver campaign plans, evaluate previous campaigns and acquire new accounts.

Jun 2017 – Jun 2018, Brioche Pasquier – Marketing Intern

- Spearheaded the management of corporate sponsorships and relationship marketing of the department.
- Worked with clients such as; Cancer Research, MK Dons, National Geographic, Tesco, Team Superschools and more.
- Worked across the international division of the company in several projects to create and determine strategies for the brand.

Nov 2014 – Aug 2015, Betta Living – Marketing Demonstrator

- Responsible for demonstrating the product portfolio to consumers and dealing with queries and issues.
- Developed my communication and presentation skills through consistent pitches and interactions in the showroom.
- One of the top performers in the South East area and representing the brand at the IDEAL Home Show 2015.

Jun 2013 – Dec 2013, Suzanne Howe Communications – Marketing & PR Assistant

- After impressing in the first few months whilst on work experience I was able to join the team on a short-term contract.
- Responsible for undertaking market research, creating and publishing press releases as well as general ad-hoc duties.
- A personal highlight from this role was working on The Golden Service Awards 2013 with Kimberly Clark.

Employment History

May 2014 – Aug 2014, The Wealden Hall – Waiter

- Serving customers, maintaining a clean and professional front of house as well as managing stock and general ad-hoc.
- Developed my prioritisation, communication and interpersonal skills through the general day to day duties of being a waiter.

Other Education

- **Hugh Christie Technology College (2012-2014)** A Levels: Business Studies (Double award) & Media Studies
- **Aylesford Sports College (2007 – 2012)** : 8 GCSEs grades: A* - C including English & Maths

Achievements

- Represented my Sixth Form Business Department at the ICAEW (Institute of Chartered Accountants in England and Wales) challenge.
- Completed Google's Digital Garage accreditation in Digital Marketing.
- Achieved a Merit certification in the CIM award: Foundation Level.
- Received Citizenship Award from BU Employability Awards 2019.
- Completed the UG Global Talent Programme 2019.
- SURE Conference 2019 Presenter.

Additional Information

- Have a Clean Full UK driving Licence.
- Completed the Milton Keynes Half Marathon 2019 – Fundraising for Mind.
- Study Abroad representative from Bournemouth University to IPAG Business School Nice (January 2017-May 2017).
- Speak conversational French.

References available on request