



# REBECCA COTZEC

SENIOR SALES & MARKETING EXECUTIVE

## MY BACKGROUND

I am a proactive and enthusiastic individual with a passion for marketing and a commercial mindset. I have experience in both digital and traditional marketing tactics with a proven record of increasing website traffic, conversions and social media followings.

## PROFESSIONAL SKILLS

Social media, Copywriting, Content marketing, Marketing strategies, Account management, Wordpress, Data analysis, Stakeholder management, Staff training, Recruitment

## REACH ME AT:

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## WORK BACKGROUND

### Senior Sales & Marketing Executive

*RTC Safety Surfaces | 2021- present*

- Managing all of the RTC groups marketing activities
- Managing high value accounts
- Internal consultant for social media policies & processes & business rebrand
- Creating brand guidelines
- Recruiting, training & supervising junior team members
- Handling & analysing sensitive data to create reports for MD, Commercial Director & head of finance

### Key Achievements

- - Being highlighted by the Association of Play Industries for best practices regarding social media.
- Reducing marketing spend by 35.5% by sourcing new suppliers
- Reducing recruitment spend by 20% by reducing the need for external recruitment agencies by taking over social media recruitment.

### Sales & Marketing Executive

*RTC Safety Surfaces | 2017-2021*

- Creating & implementing bespoke marketing plans for all RTC brands.
- Managing all of the RTC & Billy Bounce social media profiles.
- Creating all website content including page copy, blogs & case studies ensuring each brand is distinct and consistent.
- Producing and delivering email marketing campaigns.
- Managing the company's multiple AdWords accounts
- Monitoring on site behaviour via Google Analytics.
- Collaborating with the sales team to create marketing materials, stationery and supporting sales documents.
- Creating briefs for external agencies.
- Creating bespoke estimates for clients
- Producing regular departmental reports for Directors & other key stakeholders.

### Key Achievements

- Increased visits to the company's websites by 37.6% overall on the previous year.
- Increased the overall conversion rates of the RTC and Billy Bounce websites by 33% on the previous year.
- Increasing the company's social media following by 24.3% on the following year.

### Marketing Assistant

*Croft Mill Fabric | 2014-2017*

- Creating weekly email marketing campaigns, promoting products and company news.
- Managing all of the social media profiles for company.
- Responding to customer enquiries that are the result of marketing campaigns.
- Monitoring and reporting KPI's for email marketing and social media to Managing Director.
- Creating on site copy, product descriptions and photography.
- Planning and implementing integrated marketing strategies.
- Managing advertising through social media, and defining target audiences.
- Managing print and online advertising and creating advert copy.

- Securing the company editorial features in leading magazines within the sector.
- Creating copy for print editorial features.
- Assisting with product selection, photography and copy for company catalogues.
- Proof reading and finalising company copy.
- Liaising with external companies to produce company catalogues.
- Managing the company marketing budget (set by the MD)
- Building relationships with industry influencers

#### Key Achievements

- Nominations Campaign - I planned and implemented a multi-channel social media and email marketing campaign with the objective of gaining public votes in order to be shortlisted for the British Sewing Awards. Following this campaign, Croft Mill was shortlisted for three categories and progressed to the voting stage of the awards.
- Votes Campaign – Following on from the ‘nominations campaign’ I planned and executed a strategy aiming to secure votes for the final stage of the award. Using a mix of social media, email marketing and website content, the campaign gained Croft Mill enough votes to be named best store in the north. We also ranked 3rd place for in the best national online store category.
- Project of the Month Launch - As part of a drive to increase engagement Croft Mill launched a giveaway, which gave people the chance to win vouchers for the company by sharing items they had made. I wrote the copy for this giveaway, promoted it through social media channels and sent out press releases on the subject. The press releases secured Croft Mill both digital and print coverage in leading national magazines within the target community.
- Company Blog – I created and promoted content which resulted in the number of visitors to the company blog increasing from 56 visits for 2013, 15,333 visits in 2014, 33,200 visits in 2015 and 37,392 visits in 2016.

## EDUCATION BACKGROUND

### Manchester Metropolitan University

*MSc Digital Marketing, with Merit*

### Manchester Metropolitan University

*BA (Hons) Creative Writing 2:1*

### Nelson & Colne College

*A Levels:*

- English Literature & Language (A)
- Law (A)
- History (C)
- Psychology (C)

### GCSE's

*10 GCSE's (A-C) including, English, Maths & Science*

## SKILLS

- **Prioritising Tasks and Meeting Deadlines** – I always prioritise my work load in order meet deadlines effectively
- Organisation** - I am a highly organised individual capable of managing multiple projects at once.
- Communication Skills** – I am able to communicate effectively to get an ensure understanding on both sides.
- Team Player** – I am a strong team player, offering help to others where needed.
- **Analysing** – I analyse results to understand what is working well to reach company goals and where things could be improved or gain better return on investment.
- Flexibility** – Although I like to prioritise my work, I understand that in business the unexpected may happen and I am able to quickly and effectively adapt.
- Self-Motivated** – I am a highly motivated individual who can work well under my own imitative.
- MS Office** – I use MS Office daily as part of my work and use it extensively during my degree.
- Administration** - I am highly organised and have experience in office administration.
- Attention to Detail** – I have a keen eye for detail, especially when editing and proofing copy.

## MAIN INTERESTS

- Blogging
- Fitness
- Learning New Skills