

# CLAIRE-ESTELLE BERTRAND

## CONTACT DETAILS

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## SKILLS

- Problem-solving
- Adobe Creative Suite proficiency
- Content creation
- Website maintenance
- Social Media management + advertising
- Event planning
- Photography & videography
- email marketing
- Creative design
- CRM
- PR
- Branding
- Marketing analysis
- Backlink placements
- AdWords + PPC
- SEO
- Google Analytics
- Budget analysis
- Client satisfaction

## PERSONAL STATEMENT

I specialise in developing marketing strategies that enhance SEO and create brand awareness through organic marketing campaigns and advertising on social media and via PPC.

With my detail-oriented, quality-driven approach, I develop innovative solutions for complex problems. I build strong relationships with clients and leverage data to make informed decisions. My experience in creating high-quality content for luxury brands allows me to drive engagement and build a loyal customer base.

## WORK HISTORY

March 2023 - current

### Freelance: Marketing, Comms and Content Creation

ClaireEstelle Ltd, London

Client - The Evening Standard 3 days a week

- As the Marketing and Content Manager for the ES Theatre Awards, I was entrusted with devising marketing tactics, overseeing social media channels, coordinating promotional events, and creating digital content. Through close collaboration with the event organisers, I ensured that all marketing initiatives were aligned with the event's overarching vision and goals. These efforts resulted in a record celebrity turnout, which was a testament to the success of our collective hard work and dedication to the cause.
- As the Marketing lead for the ES Sneakerness LDN a premium sneaker event, I was responsible for devising marketing tactics, overseeing social media channels, coordinating promotional events, and forging partnerships with enterprises and opinion leaders to amplify brand awareness and optimise ticket purchases. Throughout the process, I maintained close collaboration with the event organisers to ensure that all marketing initiatives aligned with the event's overarching vision and goals. Our team efforts resulted in record-breaking visitor numbers, and the luxury global brands involved were extremely pleased with the event and have signed up for Sneakerness LDN '24.

May 2023 - Current

### Marketing and Comms Manager

ClaireEstelle Ltd, London

Charity Client - The New Forest Heritage Trust 2 days a week

- Create, maintain, and manage website and social media channels.
- Create and design all media used for blogs, socials, advertising, and case studies.

## LANGUAGES

- **English**  
Fluent
- **French**  
Upper intermediate (C1)
- **Spanish**  
Elementary (A2)

September 2020 - Current

### **Marketing and Comms Manager**

ClaireEstelle Ltd, London

Client - Eliza Facialist 2 days a month

- Support all their social media content, from design, filming and writing.
- Manage website, update visuals and written content.

January 2021 - October 2022

### **Producer, Director and Editor**

ClaireEstelle Ltd, London

Client - Band of Skulls

- A comprehensive Video Production service, involving the production, direction, filming, and editing of all four singles for the Marsden and Richardson Album
- Additional services include creating social media content, filmed sit-down Interviews, and handling the design work for both the album and singles.

October 2021 - March 2023

### **Head of Marketing and Club Events**

The Lansdowne Club, London

Contracted for 18 months.

- Supported internal communications for assigned marketing initiatives.
- Analysed and reported on marketing performance metrics, identifying opportunities for optimisation and growth.
- Developed and managed the department's annual budget, ensuring appropriate investment, cost control, and expense allocations.
- I've overseen comprehensive Marketing responsibilities, resulting in an 80% increase in Membership applications, a 42% rise in Food and Beverage patronage, and consistently high demand for Sports facilities and Bedrooms.
- Events experienced remarkable growth, boasting record-breaking attendance at recent Burns Night dinners and Winter Balls.
- My role involved crafting engaging content, monitoring market trends, executing impactful marketing campaigns across social media, securing event sponsorships, managing budgets, sourcing new suppliers, producing informative brochures and yearly magazines, and providing detailed monthly reports to the CEO and Club Council to track performance.

April 2018 - March 2020

### **Marketing Content and Communications Manager**

Wimbledon Debenture Holders, London

- Reinforced brand awareness through strategic social media channels, targeted events, and email campaigns.
- Used social media to communicate with staff internally or with customer base.

- Created communication and marketing strategies for new products, launches and promotions.
- Wrote for and designed organisation's blog to further engage business owners and consumers.
- Collaborated with different marketing departments to generate new ideas and strategies.
- Drafted messages or scripts from senior executives for presentation to employees in written or spoken form.
- Planned and managed design, content, and production of all marketing materials.
- Developed press releases and other public communications materials to raise visibility of organisation's activities.
- I significantly boosted global interest, leading to a 65% increase in Debenture Holder Listings. I crafted press releases resulting in over 70 features in mainstream media.
- Through engaging content, I raised social media interactions by 12%, achieving an 84% open rate and 52% click-through rate in emails, driving an 18% ticket purchase rate.
- I managed the website updates, created content for brochures, and established ties with Adword agencies.

May 2016 - April 2018

### **Marketing Content and Communications Manager**

Lockonego Redken/L'Oreal, London

- Implemented effective communication strategies to build customer loyalty programs, brand awareness and customer satisfaction.
- Collaborated with different marketing departments to generate new ideas and strategies.
- Used social media to communicate with staff internally or with customer base.
- I contributed to Lockonego's consistent 6% monthly turnover growth, boosted social media followership, and achieved a significant 38% increase in returning clients.
- I secured media coverage in prominent publications and established partnerships with esteemed brands like P&G Nice 'n' Easy and Redken L'Oreal.
- I successfully spearheaded two impactful seasonal marketing campaigns, expanding Lockonego's reach and driving increased client sales.
- Planned and managed design, content, and production of all marketing materials.

May 2013 - May 2016

### **Head of Marketing**

The Black Whole Ltd, Winchester, Hants

- Supported internal communications for assigned marketing initiatives.
- Managed department budget and negotiated contracts with vendors.

- Led a high-performing team and introduced sales enhancements.
- Directed hiring, training, and performance evaluations of staff.
- Consulted on product development and advised on local and international factors affecting buying and selling.

September 2005 - September 2012

### **Visual Film and TV Editor Offline and Online**

ITV

- Researched and implemented various editing techniques to enhance video stabilisation, color correction, and graphics.
- Utilised graphical elements, keyframe animation, and sound to convey information.
- Collaborated with graphic designers, audio engineers, and other professionals to produce content.
- Created and maintained video and audio record archive for all productions.
- Edited audio to remove voiceover mistakes and verify consistent volume levels.
- Supported production of live video feeds in coordination with multimedia team.
- Selected most effective shots of scene for drama and story relevance.
- Interacted with clients to produce final product and build future relationships.
- Manipulated audio, color, and lighting to enhance the overall video quality.
- Manage the organisation and archiving of media assets.
- Organised and strung together raw footage into continuous whole accorded to scripts and instructions of directors and producers.

## **EDUCATION**

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Summer 2005

### **2:1 BA Media and Culture**

Solent University

## **REFERENCES**

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**References available upon request.**