

AMY DAYNES

m 07909 703870 e amy@amydaynes.com [linkedin.co.uk/amydaynes](https://www.linkedin.com/company/amydaynes) twitter.com/amydaynes

EXPERIENCE

AMAZON.CO.UK www.amazon.co.uk

Site Merchandiser *February 2010 to present*

As a key player in the Hardlines division of a large online retailer, I am responsible for the online promotional campaigns and product information pages for one of Europe's leading specialist distributor of tools. My responsibilities include:

- Developing and managing relationship with my vendor to effectively negotiate promotional activity plans
- Establishing an effective process to manage and achieve an aggressive product selection increase target
- Driving revenue and growth by maximising promotional opportunities onsite and through email marketing campaigns
- Advising my vendor on content submission and copyediting content to ensure product pages are editorially correct and adhere to site standards

CANDI www.candi.co.uk

Freelance Digital Copywriter *November 2009 to December 2009*

Working as a contractor at digital marketing agency Candi, I created the content for a variety of key projects. These included:

- Updating the wine section of one of the UK's largest supermarket chains
- Creating promotional email campaigns for the third-largest independent video game publisher
- Producing the online content for a major retailer's online promotional campaign

TBG LONDON www.tbglondon.com

Digital Copywriter *September 2007 to April 2009*

I joined TBG London in 2007 and introduced copywriting as a new discipline within the creative team. In 2008, TBG London became one of NMA's top 100 agencies. I was responsible for all of the copy produced at the agency and my duties included:

- Working collaboratively with strategists, art directors, designers and project managers to produce compelling and effective digital advertising campaigns
- Finding creative solutions to advertise a wide variety of goods and services
- Creating the content for DR ads, websites, landing pages and marketing emails
- Adapting my writing style to adhere to the brand guidelines of numerous clients, including American Express, Cornhill Direct, easyCar, GE Money, Greenpeace, Harrods, Kwik-Fit, Ladbrokes, Optical Express, Sky Poker and UNICEF

DARE DIGITAL www.daredigital.com

Creative Services Assistant *November 2006 to September 2007*

At leading agency Dare Digital, a top 10 NMA agency, I managed the agency's workflow to ensure campaigns were consistently delivered on time and on budget. My duties included:

- Liaising with senior levels of management to ascertain resource requirements
- Appointing the most appropriate information architects, creative teams, designers and programmers to each campaign
- Managing and resolving conflicts over resource using effective negotiation techniques
- Developing an effective process to manage resource requests and allocations
- Introducing a long-term planning system to improve the agency's overall effectiveness

STUDIO SIX www.studiosixcommunications.co.uk

Receptionist *September 2004 to September 2006*

Managing the front of house operations at integrated design agency Studio Six, I was a key member of a small team. My responsibilities included:

- Meeting and greeting all visitors and answering all inbound calls
- Writing direct marketing campaigns for various services at Lloyds TSB and proofreading all copy to ensure all content was editorially correct and the tone-of-voice was consistent
- Supporting colleagues as necessary on various campaigns
- Inaugurated an administration process (still in operation today) that allows account managers to efficiently manage their financial budgets and reference documents efficiently

COCA-COLA ENTERPRISES LTD. www.cokecce.co.uk
Sales Development Representative *October 2003 to September 2004*

Working out in the field, my role was to develop business on an allocated territory. My duties included:

- Using effective selling techniques, I educated retailers on Coca Cola products and promotions
- Encouraged growth of retail space allocated to Coca-Cola products
- Provided retailers with promotional merchandise to drive sales in store
- Remained motivated and focussed ensuring effective time management
- Completed four internal sales courses: Stage 1 – The Induction; Stage 2 – The Sales Call; Stage 3 – Finance for Success and Stage 4 – Essential Selling Skills

CHELTENHAM & GLOUCESTER PLC. www.cheltglos.co.uk
Customer Service Advisor *November 2002 to October 2003*

I advised customers on Cheltenham & Gloucester's financial products and performed a wide range of administrative tasks. These included credit scoring customers, loading mortgage applications and general cashier duties.

VOLUNTARY WORK

EPIC Trust www.circleanglia.org/epic-trust
Learning Disability Support Worker *September 2009 to present*

I provide practical and emotional support to service users at a supported housing scheme in Camden. The service users are all adults with varying learning and physical disabilities. I've attended two Norman Marks' training courses: Boundaries and Good Practice (October 2009) and Communicating with Adults with Learning Disabilities (October 2009).

EDUCATION AND QUALIFICATIONS

D&AD dandad.org
A Warm Feeling for Words *March 2008*

In March 2008 I attended a D&AD workout session called "A Warm Feeling for Words". This course aims to improve your ability to write great copy that executes the advertising idea. The course leader was Will Awdry, creative partner at Ogilvy and Mather.

UNIVERSITY OF THE ARTS arts.ac.uk
Copywriting Practice *November 2007*

I attended a three day intensive course called Copywriting Practice at the University of Arts London in November 2007. The course leader, Phil Woodford, is a freelance writer, trainer and lecturer, who formerly worked as an advertising creative director.

CHURCHILL SIXTH FORM churchill.n-somerset.sch.uk
3 A-Levels: Psychology, Sociology and Theatre Studies

WORLE COMPREHENSIVE worle.n-somerset.sch.uk
11 GCSEs: Various

TECHNICAL SKILLS

Operating systems: MAC OS X and Microsoft Windows
Programming languages: HTML, XML, CSS, PHP
Software: Microsoft Office and Adobe Creative Suite 4
Content management systems: Wordpress and EPiServer CMS 5

PERSONAL DETAILS

Date of Birth	-	26th June 1983
Marital Status	-	Single
Driving Licence	-	Full clean licence
CRB Check	-	Full clean CRB (Enhanced disclosure)

BUT WHO AM I?

I'm originally from the green fields of Somerset but moved to the city to expand my outlook. I love computers and I love the internet. I'm also a keen guitarist and have a passion for physics, especially astronomy.

REFEREES

Available on request.