

# Francesca Sancarolo

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## Summary

I am a highly motivated and versatile marketing executive, with proven success in working to tight deadlines under pressure and creative and innovative problem-solving skills. In my over 4 years of office experience, I have developed strong communication skills and I have had the opportunity to gain experience in social media and organising events. I am passionate about digital marketing and e-commerce with experience in PPC, Google Analytics, Google Ads and Facebook ads. I'm also passionate about Front-End development. Skills i gained include: Html, CSS, JavaScript, React, GitHub, Bootstrap, SEO.

## Experience



### Senior Marketing Executive

The Bone & Joint Journal

Sep 2019 - Present (3 years 1 month +)



### Marketing Executive

The Bone & Joint Journal

Apr 2018 - Present (4 years 6 months +)



### Marketing Assistant

The Bone & Joint Journal

Sep 2017 - Present (5 years 1 month +)

Main Purpose of my position: To provide marketing support to the Head of Marketing and Sales in all aspects relating to the marketing by the Society.

- # Carry out the annual marketing strategy for the Society as set by the Head of Marketing and Sales.
- # With the support of the Head of Marketing & Sales, monitor and oversee the delivery of the annual marketing plan to support the Bone & Joint Publishing portfolio, within agreed budgets.
- # Report on performance of the stated outcomes of the marketing plan, including data analysis, ROI calculations and website usage statistics, with the support of the Head of Marketing & Sales.
- # Assist in the production of marketing campaigns and materials, and liaising with external agencies such as designers and printers where necessary.
- # With the support of the Head of Marketing & Sales, acquire, collate and de-dupe data for these campaigns from relevant sources.
- # Dispatch campaigns where relevant (e.g. email, using email client) or work with agencies to ensure campaigns are dispatched on time and to budget (e.g. direct mail).
- # Ensure that The Data Protection Act is followed in respect of all the Society's marketing activity.
- # Assist in writing copy and preparing promotional items for the Society's publications, including leaflets and other agreed promotions. Help to design ad-hoc marketing web pages and mini-sites where necessary.
- # Work with the Head of Marketing & Sales and the Online Development Manager to ensure the

website(s)' marketing pages are maintained and updated as necessary.

# Ensure all marketing materials produced both by and for the Society adhere to tone of voice and branding guidelines. Help evolve these guidelines where necessary to support the Society's publications and services.

### **Marketing and Editorial Assistant**

Bloomsbury Professional

Jul 2016 - Sep 2017 (1 year 3 months)

### **Marketing Intern**

Kudos

May 2016 - Jun 2016 (2 months)

I gained relevant experience in a variety of fields such as marketing

- creation of promotional material for publisher clients;
- sales support, data analysis and research and client management - e.g. updating reports for publisher clients.
- Improved my knowledge of Digital Marketing (promo on Twitter and LinkedIn, mail campaign)

### **Editorial Intern- Medical books**

Oxford University Press

Feb 2016 - Apr 2016 (3 months)

My role includes a variety of tasks such as

- checking medical and psychological manuscript
- building databases of my findings and corrections (I am currently using Excel and Pivot table); and write down lists of
- mailing authors and contributors
- writing blurbs
- filing documents
- preparing contracts.

## **Education**

### **Oxford Brookes University**

Master's Degree, Publishing


2015 - 2016


## **Licenses & Certifications**


 **ALPSP Certification\_ Introduction to Journals Publishing: How journals work and the different roles involved in publishing them** - The Association Of Learned and Professional Society Publishers (ALPSP)

 **Google Analytics For Beginners** - Google


 **Advanced Google Analytics Certificate** - Google

 **Effective Social Media for Scholarly Publishers** - The Association Of Learned and Professional Society Publishers (ALPSP)


 **Effective Journal Marketing** - The Association Of Learned and Professional Society Publishers (ALPSP)


 **Online Journal Discovery and Delivery: Working with libraries and industry intermediaries to maximise readership** - The Association Of Learned and Professional Society Publishers (ALPSP)

 **SEO Foundations** - LinkedIn

 **SheCodes Basics** - SheCodes  
1e0ee42d4e460f4497d9a9b5d104b976

 **SEO Foundations** - LinkedIn

 **SheCodes Plus** - SheCodes  
d99308c8de8d90ce6764150dae7f0972

 **SheCodes React** - SheCodes  
2e58f71959b608a533f14ca874ff5ad1

 **SheCodes Responsive** - SheCodes  
1e18c51f7b869129ef00980b11d64d8d

## Skills

Marketing Management for Publishing • Editorial Management • Journal Publishing • Digital Media Publishing • Rights Management • Brand Management • Digital Marketing • Google Analytics • Search Engine Optimization (SEO) • Small Business Marketing