



ELLIE BARTLE

CONTACT ME



07902170133



ellielouisebartle@gmail.com



ABOUT ME

I am an energetic and passionate Fashion Marketing graduate with a strong foundation in marketing and a growing enthusiasm for Social Media & PR. I thrive on building relationships, engaging with diverse people, and connecting brands with their audiences. My biggest strength is my ability to communicate with confidence and authenticity, allowing me to build meaningful connections. A personal hobby is content creation for brands around Leeds which has helped me gain experience in the social world. With a thirst for knowledge, I am always eager to learn, adapt, and take on new challenges by asking the right questions and getting involved. My superpower is hyperfocus—I excel at meeting deadlines and ensuring tasks are completed to the highest standard. I am excited to bring my creativity, enthusiasm, and strong work ethic to a dynamic team where I can contribute and grow.

EDUCATION

LEEDS BECKETT UNIVERSITY

September 2020 - June 2023

First Class Bachelor's Degree

Fashion Marketing

LEEDS CITY COLLEGE

2017-2019

A-Levels

Business, Law, Photography

HORSFORTH SCHOOL

2011-2016

GCSE's

9 including Maths and English



INDUSTRY SKILLS

- SEO, Blogging, Content Writing, Copy Editing
- Telephone / Email handling
- Social Media - Instagram / TikTok
- Adobe Creative Suite
- Microsoft Excel
- Wordpress, Canva, CapCut
- Social Media



KEY SKILLS

INFLUENCER MARKETING

- Influencer outreach to the right target audience.
- Communicating with them directly for collaborations (gifted and paid).
- Organising influencer events.

COMMUNICATION

- Daily and effective communication with influencers to write online blogs.
- Front of house communication with customers to help provide a luxury and high quality service in the luxury motor industry.
- Customer-first approach with a friendly and positive nature.
- Customer service emails, dealing with complaints and claims.
- Presentations and conference calls.

SOCIAL MEDIA

- Content creation through videography and photography.
- Video editing - both long form such as podcasts and short form such as Reels and TikTok videos.
- Presenting - speaking confidently in front of a camera both scripted and unscripted for television, YouTube and other social platforms.



ELLIE BARTLE

Fashion Marketing Graduate

FUN FACT
I HAVE APPEARED ON TV 'SUPERCAR
SHOWROOM' AND AN ITV GAME SHOW
'99 TO BEAT'

WORK EXPERIENCE

RIVA HOME

- August 2024 - Present
- Content & Community Coordinator
- Creating social media content for both Instagram & TikTok.
- Managing community engagement - DM's, comments, emails etc.
- Video editing.
- Analytics & Insights.
- Graphic Design (Canva / InDesign).
- Copywriting & SEO.
- Influencer Marketing
- EGC & UGC content for TikTok.

DMB COLLECTION

- September 2022 - Present (Currently Saturdays Only)
- FOH/Sales Admin/Social Media Manager
- Marketing for DMB and their sister company Yorkshire Performance.
- Content creation - video editing, graphic design & presenting.

ELL'S TRAVELS

- November 2024 - August 2025
- Independent Travel Agent
- Booking personalised travel for clients.
- Mentoring and training new ITA's.

SWEET SQUARED

- August 2023 - September 2023
- Marketing Assistant
- Temporary Work Experience

BANYAN HORSFORTH

- September 2021 - June 2022

LA REDOUTE

- July 2019 - November 2021
- Product Assistant and Marketing Assistant
- Blogs, e-commerce, web merchandising, graphic design.

BABYBALLET LTD. LEEDS

- October 2017 - October 2019
- Teacher - Children 18 month to 6 years

REFERENCES AVAILABLE UPON REQUEST

PORTFOLIO HERE