

Looking for my next opportunity in the beauty industry

I have gained experience as a social media executive for a global aesthetics company creating content, researching and exploiting social media trends and campaigns for four brands within Sinclair Pharmaceuticals.

I am now looking for my next role in digital marketing in the beauty industry.

I have a key interest in the ethical and sustainable future of the beauty industry and the potential of AI technologies such as virtual try-on software as part of the product experience.

Achievements

- Working on successful product promotion projects
- Developing a global TikTok strategy
- Creating a B2B social media campaign
- Generating increased interest through same day event content
- Obtained a Distinction in my master's degree
- Achieving a 84% mark for my major project on my MA
- Being invited to an internship based on my successful undergraduate work placement

Skills and knowledge

My expertise and experience in branding, digital promotions, and content creation involves: creative direction/briefing, research/analysis, trend forecasting, consumer behaviour, social media/blog copy, and online marketing.

SKILLS

- Branding
- Content creation
- Campaign management
- Social media
- Trend/consumer analysis
- PR
- Video creation
- Digital communications
- Art direction
- Project planning
- Customer relations

SOFTWARE

- Adobe Creative Suite
 - InDesign
 - Photoshop
- Microsoft Office
 - Word
 - PowerPoint
 - Excel
 - Outlook
- Canva



Education & Qualifications

MA (Distinction) Cosmetics Branding & Promotion

Birmingham City University, 2020-2021

I had the opportunity to study the global cosmetic industry in greater depth. The course covered practical creative skills, entrepreneurial business skills, trend forecasting, cosmetic history and current debates within the beauty industry.

BA (Hons) 2:1 Fashion Branding & Communication

Birmingham City University, 2017-2020

I studied communication and brand across a broad range of creative media: written, verbal and visual. The course covered creative direction, styling, art direction, graphics, print and digital design, brand strategy and journalistic writing in the content of fashion and cosmetic industries.

A Levels

Media Studies, Drama, Art

Ponteland High School,

Northumberland, 2015 - 2017

GCSE

8 subjects including Maths and English

The Holt School

Wokingham, Berkshire, 2010 - 2015

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 alex-tolman

Work and experience

Sinclair Pharmaceuticals - Social Media Executive

London – June 2022 to present.

I am responsible for managing the social media presence of four different Sinclair brands as part of the global marketing team. My duties include creating content, writing copy, analysing trends, community management, and creating B2C and B2B promotional strategies. I collaborate with brand and global strategic managers to develop brand projects and global events. In this role, I have:

- Created and collaborated on reels for Sinclair brand accounts that have gone viral
- Developed a global strategy for the launch of the brands on TikTok
- Compiled quarterly social media reports for all four brands
- Designed and managed the B2B campaign for a new product release
- Created same-day event promotion and reporting at global events
- Researched and applied the latest beauty and social trends while conforming to brand guidelines

Lipcote & Co – Brand Assistant

London – Oct 21 to June 22

I oversaw Lipcote's social media and digital campaigns for lip and brow products, including content creation, copywriting, PR, and layout, adhering to brand values.

I collaborated closely with the Head of Brand to develop strategies and create content for projects, social media platforms, and press campaigns. In this role I:

- Increased reach by 1049% and engagement by 235% for Lipcote Instagram
- Compiled presentations for successful pitches to leading online and high-street retailers
- Designed and managed Lipcote's presence at the 2022 CEW Beauty Awards Demonstration Event

Selfridges – Seasonal Sales Associate

Birmingham – Nov 19 - Jan 20

Fenwicks – Sales Associate

Newcastle Upon Tyne – Oct 16 - Sept 18



Interests

I like to gain inspiration for my work from visiting exhibitions, Theatre, pop-up stores and movies. This helps me keep up to date with current trends and fashions. The most memorable stage show I have seen was 'Jean Paul Gaultier's Fashion Freak Show' in Paris.

I am a member of Cosmetic Executive Women (CEW). I use my membership to build my network and inform my work, by following trends and data.

Referees

Teresa Havvas

Lipcote & Co, Head of Brand
teresa@theadvisory.com

Current referees on request

Personal

Born: 14 September 1998, Reading

Citizenship: UK

Residence: Reading, Berkshire

scan for portfolio



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