



ALFIE ROBINSON

MARKETING & PR

I am an experienced leader with a passion for music PR, seeking a full-time position where I can apply my knowledge and skills for continuous improvement.

CONTACT

07397041441
alfierobinson@gmail.com
www.alfierobinson.com

SOCIAL

fb.me/alfierobinson

Linkedin/Twitter/Instagram:

@alfierobinson

PROFESSIONAL SKILLS

SEO and Google Analytics
Social media strategy
Marketing
Copywriting
Excellent leadership qualities
Creative thinking
Enhanced communication skills
NCTJ Essential Journalism, Media
Law, Court Reporting, Public Affairs,
Shorthand
Good Adobe knowledge

EDUCATION

The University of Sheffield
Journalism Studies
2020 Graduate

Goldsmiths University London
Media & Communications
2017 First Grade Foundation Degree

Cecil Jones College
2004-2009
Graduated with five GCSEs

EXPERIENCE

PUBLIC RELATIONS ASSISTANT

Tramlines Music Festival | March 2018 - Present (Part-Time)

- Processed accreditations and answered general inquiries
- Engaged with Media over the course of the festival
- Organised and facilitated artist interviews
- Monitored and collated coverage of the event
- Maintained a healthy relationship with local, regional and national media organisations and music management

SEO TEAM LEADER & COPY QUALITY COORDINATOR

Twinkl Educational Publishing | August 2020 - Present

- Oversee a team of 15 Copywriters
- Created a strategic plan to improve the copy quality across the business
- Copy write for a number of different domains

PUBLICITY ASSISTANT - ALL POINTS EAST FESTIVAL

Outside Org | August 2021

- Engaged with Media over the course of the festival
- Organised and facilitated artist interviews
- Monitored and collated coverage of the event

DIGITAL CONTENT CREATOR

Sheffield Students' Union | September 2018 - July 2020

- Developed a strategic content plan
- Liaised with multiple departments on communication plans
- Designed, created and published content

CONTENT CREATOR

Independent Sheffield | 2018 - 2019

CONTRIBUTING WRITER

Football League World | July 2019 - October 2019

SPORTS WRITER

Southend Evening Echo | April 2019

STORE MANAGER

Starbucks UK/CA | 2013 - 2017