

Rachel Toy

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Personal Profile

- **Creative Marketing Professional with over 20 years experience** in marketing communications, gained via a number of agency-side roles including account management, strategy, creative and production
- **Key Service Provider** to senior level clients and business owners with a successful track record in strategising, executing and managing cross channel marketing campaigns
- **Educated and Knowledgeable** dedicated to continuing professional development, enabling provision of always up-to-date marketing strategies to both small and medium sized B2B and B2C clients
- **Responsible Project Manager**, knowing how to get the best out of resources to deliver client focused projects consistently, on time, and on budget
- **Strong Communicator**, both verbally and via the written word, whether explaining complex ideas to non-technical personnel, writing clear website copy, or gaining across the board approval of marketing strategies and creative concepts.

Expertise

- **Business/Marketing:** Strategy, Planning, Research, Product / Service Development, Digital Marketing, Marketing Communications, Sales, Accounts, IT Management, Training, Mentoring, Budgeting
- **Digital Marketing:** Strategy, Search Engine Marketing, SEO, PPC, Google Adwords, Email Marketing, Social Media Marketing, Web Analytics, Keyword Research, Conversion Tracking, KPIs, ROI, Copywriting, Content Strategy
- **Digital Design:** Typography, Graphic Design, Adobe Photoshop, Adobe Dreamweaver, Adobe Fireworks, Adobe Illustrator, Adobe InDesign, Adobe Acrobat Professional
- **Web:** Website Design and Development, including E-commerce off the shelf platforms (Shopify, WooCommerce, Squarespace etc), Website Content, HTML, CSS, Javascript, Content Management and Blogging Platforms (Wordpress, Blogger etc).

Experience

- 2004 – Present **SPIRIT CREATIVE**, Pitstone, Leighton Buzzard, Beds
Owner / Creative Marketing Consultant / Web Designer
- Head of own creative agency (on and offline media), built from scratch taking on several roles within the traditional agency-side environment.
 - Acting as digital marketing consultant, outsourced digital marketing manager or full-service digital agency for clients at senior and owner level
 - Most recent core service offering is web design, search engine optimisation, social media and content marketing into a unique 4-step process, designed to provide strong building blocks for small business online marketing strategies
 - Other marketing communications services include graphic design, copywriting, email marketing
 - Growing agency client accounts and retainer income streams
 - Creating client marketing strategies, executing campaigns via channels such as websites, social media, SEO, email etc, creating graphics and copy, reporting on progress
 - Managing client budgets
 - Marketing training for clients when needed
 - Managing client relationships at senior and business owner level
 - Recruiting and project management, using a team of external specialists such as graphic designers, web developers, photographers, commercial printers etc
 - Ongoing development and execution of agency marketing strategy
 - Managing agency budgets and initiating business plans

- 2014 – Present **RACHEL'S VINTAGE & RETRO**, Pitstone, Leighton Buzzard, Beds
Online Retailer / Vintage Dealer
- Successfully created an online retail brand, Rachel's Vintage & Retro
 - Set-up the website (rachelsvintageretro.co.uk) and associated social media pages from scratch as key vehicle to sell vintage items (homewares, collectables, toys, clothing) online
 - Day to day customer service tasks; fulfilling orders, customer service (answering questions, resolving complaints), stock control, providing refunds and / or exchanges, running sales / offers
 - Regular website management and marketing; adding new stock, taking photographs, promoting on social media, designing website banners, creating promotions and targeted offers, local advertising etc
 - Regular sourcing of and buying new stock, plus negotiating prices
 - Keeping up to date with current trends in the vintage marketplace
 - Maintaining company accounts – inventory management, updating sales ledger, cashing up, processing payments, credit control and end of year accounts.
- 2010 – 2012 **BIG GUN DIGITAL LTD**, High Wycombe, Bucks
Digital Marketing Strategist / Head of Social Media (Contract)
- Contract agency-side role responsible for strategy and planning of various digital marketing campaigns for a range of B2B & B2C clients at senior and owner level.
 - Executed search engine optimisation, pay per click, social media and email marketing campaigns with ongoing management, analysis and reporting
 - Responsible for search engine friendly website design and development, along with HTML build and copywriting for email campaigns as required
 - Managed client accounts and budgets
 - Managed production, mentored and trained a team of 3 internal staff
 - Managed external suppliers for production such as printers and web developers
 - Developed, marketed and headed up a new social media management arm of the agency and successfully acquired clients, creating a new retainer revenue stream
 - Kept up to date with developments in Digital and ensured continued professional development.
- 1993-1999 **RS PRESS LTD**, Watford, Herts
Print Artworker
- Produced print artwork for clients as and when required – including logos, brochures, flyers, websites, sales literature etc.
 - Visited clients to obtain design briefs, communicate design concepts and obtain feedback.
- 1993 – 2004 **OTHER ROLES**
During my working life I have also had various roles with transferrable skills, including:
- **IT Support Engineer** – technical troubleshooting, customer service and CPD
 - **Office Administrator** – time management, organising people, inter-department communication
 - **Retail Worker** – customer service, sales, stock control, merchandising.

Education & Qualifications

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| 2020 – Hubspot Academy – Content Marketing Certified | 2004 – C&G Level 2 – Internet Web Page Design |
| 2019 – Writers Bureau – Copywriting Course | 1994 – C&G Level 2 – Desktop Publishing |
| 2013 – CIM – Chartered Marketer | 1993 – NVQ Level 2 – Business Administration |
| 2013 – CIM/CAM Diploma in Digital Marketing (Distinction) | 1992 – 11 GCSEs passed |

Interests / Other

I have a passion for all things vintage and have been collecting for many years, buying and selling at markets and online. This long-term hobby, along with my experience in design and marketing, allowed me to successfully set up rachelsvintageretro.co.uk, build up an enthusiastic client base and learn more about the day to day running of an e-commerce website. I am also lifelong learner, so am currently studying for an undergraduate degree with the Open University part-time in the subject of English Literature and Creative Writing.