

# CLAYTON SKORSKI

MARKETING & GRAPHIC DESIGN SPECIALIST

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TO WHOM IT MAY CONCERN,

I am writing to express my interest in a position at your company. With over 12+ years of experience in graphic design and digital marketing and a strong set of qualifications, I believe I would be a valuable asset to your team.

Throughout my career, I have developed a broad range of skills and expertise in digital marketing, including creating and executing social media campaigns, conducting market research and analysis, developing content strategies, and managing email marketing campaigns. I have a proven track record of driving website traffic and increasing conversion rates through effective content marketing, and I am proficient in using Google Analytics to track and analyze data to inform marketing decisions.

As a creative thinker and problem solver, I am always looking for new and innovative ways to improve marketing strategies and campaigns. I am passionate about staying up-to-date with the latest trends and best practices in digital marketing and have a keen eye for detail, ensuring that all content is of the highest quality and aligns with brand messaging.

I am excited about the opportunity to bring my skills and experience to your team and to make a meaningful contribution to your company's marketing efforts. Thank you for considering my application, and I look forward to the opportunity to discuss my qualifications further.

SINCERELY,




CLAYTON SKORSKI

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# CLAYTON SKORSKI

## MARKETING & GRAPHIC DESIGN SPECIALIST

### CONTACT

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 claytonskorski@gmail.com  
 claytonportfolio.co.uk  
 8 Eastacre Mews, Manchester  
M28 1FF

### SKILLS

**Graphic Design** 15+ years  
**Website Design** 10 Years  
**Facebook Advertising** 6 Years  
**Google Ads** 6 Years  
**SEO** 6 Years  
**Email Marketing** 2 Years

### EDUCATION

#### Eccles College

#### Level 3 Diploma in Media Studies

2013-2015

Awarded Level 3 media diploma with Double Distinction

#### Wigan & Leigh College

#### A Levels & AS Levels

2010-2013

**A LEVEL ICT** - Received A

**A LEVEL Media Studies** - Received A

**A LEVEL Business Studies** - Received B

**AS LEVEL Law** - Received B

#### Walkden High School

#### GCSE

2005-2010

**Media** - Received A **ICT** - Received A

**English** - Received B **Science** - Received B

**Maths** - Received A **Maths Adv** - Received B

**French** - Received C

### PROFILE

Innovative Marketing & Graphic Design Specialist ready to apply skills and 12 years of experience to new position with long-term potential. Offering deep understanding of a digital presence, company image, market conditions and customer preferences along with enthusiasm for working with top clients.

### WORK EXPERIENCE

#### Head of Digital Marketing

AMC Furniture Ltd. - Oldham

2020-Present

- Increased conversation rate in my first year from 0.14% to meet industry average of 0.7%.
- Ran Facebook advertising campaigns that spent budgets over £50,000+ monthly, whilst hitting and exceeding the ROI needed.
- Solely took over Google Ads, increasing roas by over 400% the previous average.
- Allocated the use of £1.5 million advertising budget (annually) in 2021 alone across various advertising platforms, both digital and print to both have the biggest impact and return.
- Took revenue from £12 million to £18 million in my first year, whilst simultaneously using a lower budget. Currently acceding expectations and on track to surpass £20 million in 2022.
- Implemented elements and regular A/B testing on website to best suit user experience and expectations, which saw an increase in AOV of 19% across the board.
- Solely responsible for creating attractive and effective digital graphics, adverts and designs across multiple platforms.
- Fully redesigned the main website for Amc furniture to improve UX and UI; which saw an increase in organic visitors and increase time spent on site by over 200%.
- Fully rebranded the Amc furniture name and style, bringing us from the under dogs to competing with some of the biggest names and competitors in the industry
- Created static & video advertisements that have been seen by over 30 million people across various platforms.
- Created physical designs for billboards, magazines and newspapers (such as the MEN)
- Working closely with outsourced company to provide them requested graphics and content wherever needed
- Filmed, directed and edited all video advertisements with the use of Photoshop, After Effects and Sony Vegas to create eye-catching ads that would see the best roas.
- Weekly meetings to bring ideas and plan of the coming quarter such as sales, offers etc
- As a seasoned email marketer, I successfully executed a weekly email campaign to a robust list of 300,000 subscribers using Klaviyo, achieving an impressive average open rate of 54% and generating over 1 million GBP in annual revenue.

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**Please find work I've  
produced on my portfolio**

## ABOUT ME

- **Big gamer in my space time. The main games I play are Apex Legends & FIFA**
- **Love to read, I have just finished the "Thursday Murder Club" collection**
- **Life long football fan of Manchester United**
- **Enjoy collecting retro gaming gear from the 90's**
- **Cliché traveller, I love making new friends from all over the world**

## REFERENCES

### Jack Thomas

Futumu Inc - Manchester



07472030222

### Lianne Harrison

Marriott International, Inc. - Manchester



0161 975 2000

- As a key member of the leadership team, I played an instrumental role in the successful launch of our new store in Leeds, overseeing all aspects of advertising promotion, including the development of impactful local newspaper ads and the design and implementation of in-store graphics that helped to drive foot traffic and elevate the overall customer experience.
- As a skilled graphic designer, I was tasked with creating visually stunning and informative product labels and signs for all AMC store locations, utilizing my expertise to ensure consistency in branding and messaging across the entire network.
- As part of my regular responsibilities, I produce weekly reports analyzing the performance metrics of our advertising campaigns on Facebook and Google Ads, including ROAS, CPM, CTR, and AOV, providing valuable insights to optimize future campaigns and maximize ROI.
- I am skilled in utilizing Google's Performance Max campaign type to effectively reach target audiences and drive conversions across various ad formats, including search, display, and video.

## Digital Marketing Specialist

Futumu Inc - Manchester

2016-2020

- Boosted brand awareness from 7% to 42% by launching highly successful campaigns that consistently generated over 100 entries per quarter.
- Increased organic website traffic by an impressive 450% through the strategic implementation of effective SEO techniques, such as regular blogging, content optimization, long-tail keywords, backlink strategies, and social network presence.
- Leveraged Google Analytics to identify user behavior patterns and adjust strategies to maximize site visitation.
- Monitored campaign success and quickly adapted strategies as needed to consistently deliver business benefits on time and within budget.
- Optimized profitability to meet marketing objectives and successfully drive product line growth from concept to product life cycle.
- Achieved an impressive 82% increase in advertising sales by successfully implementing AdWords, Facebook Ads, and Google Ads initiatives.
- Demonstrated strong project management skills by successfully managing a portfolio of 100+ websites, ensuring timely updates, and consistently meeting clients' evolving needs with high-quality output.
- As a seasoned professional with expertise in WordPress and CSS, I am passionate about continuously improving my skills and staying up-to-date with the latest advancements in the field. I am particularly excited about learning newer and better implementations, such as Elementor, that can enhance my ability to create dynamic and visually stunning websites for my clients.

## Graphic Design Specialist

Marriott International, Inc. - Manchester

2018-2020

- Designed visual models meeting both aesthetic and technical criteria.
- Designed graphics for websites, logos and promotions for marketing purposes.
- Developed artistic visual products while working within defined technical constraints.
- Created fully bespoke banners, posters, menus, gift cards, promotional videos and all types of graphics for all outlets of the hotel (restaurant, golf, bars, conferences, events and much more) In Photoshop.
- Preserved branding standards of assigned accounts.
- Carefully prepared all design layouts into prepress files for offset, web and digital printing.
- Worked with marketing department to create targeted advertising strategies for key customer demographics.
- Drove traffic to Worsley Marriott Hotel by creating and implementing promotional plans.