

Digital Grads

This is an example profile.



Kristina Chapman

An enthusiastic Media and Cultural Studies graduate with experience working within an app company, a publisher and as a freelance digital marketer for many businesses. Her key skills consist of SEO, PPC, social media and email marketing.

← Back to the academy

At a glance

Average test score: 87%

Experience: SEO, Copywriting / Blogging, HTML/CSS, Paid Social, Social Media Marketing

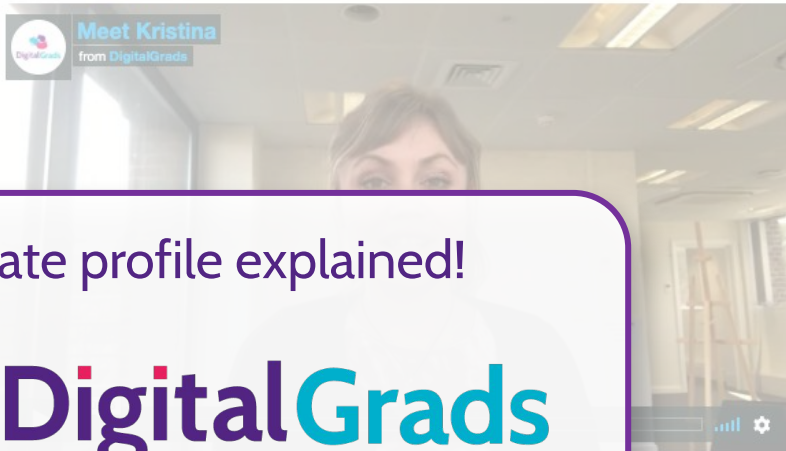
Looking for work in: Brighton, London

Available: Immediately for permanent employment

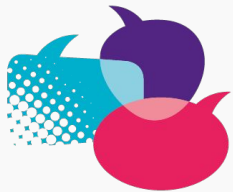
Salary expectation: £18,000 - £21,000



Meet Kristina
from DigitalGrads



Candidate profile explained!



DigitalGrads

DigitalGrads Academy training scores

About the history of search



100%

Education

Higher Ed

2017 Media and Cultural Studies (University of Sussex) - 1st

Further Ed

2015 3 A-Levels - English (A), Maths (B), Media Studies (A) (Shaftesbury School)

Other Education & Training

2015 Duke of Edinburgh - Silver Award

Verification 



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Short bio...

A short summary to let you know whether this potential candidate has the **right background** for you.



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Intro video

You're probably looking for someone who's got experience and skills, but you'll also want your new recruit to be a **great personality fit** for your company.

Videos are a great way for you to get a feel for a person quickly.



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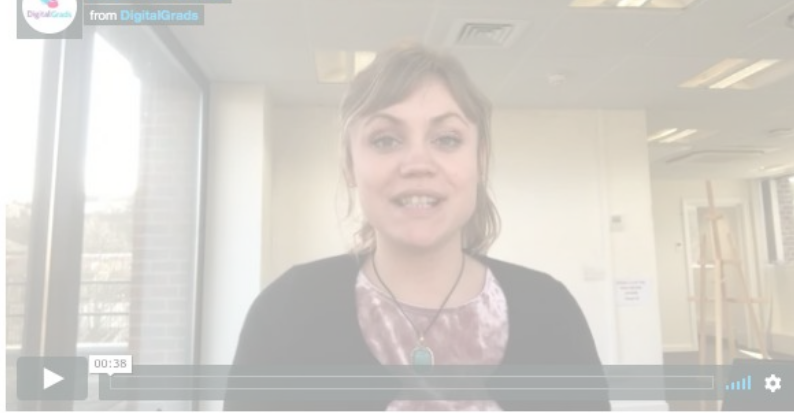
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Training

Candidates take our training to gain vital digital and business skills. Working with DigitalGrads means you **support free youth training**, and you can put a tick in your CSR box!

DigitalGrads Academy Training Scores



| | |
|---|------|
| About the history of search | 100% |
| An Introduction to video marketing, | 95% |
| Analysing search campaigns and data | 95% |
| The key terms used in search engine marketing | 100% |
| Email marketing campaign planning and types of emails | 94% |
| Different types of websites and web platforms | 100% |
| The short (ish) history of social media | 75% |
| What is social media marketing anyway? | 80% |

Verification



- ✓ ID (UK passport)
- ✓ Education (Degree certificate)

How to communicate on social media

100%

The history of email marketing

75%

The history of search

57%

How to run your campaign on Twitter

60%

Portfolio of work

We help candidates put together a portfolio of their most relevant work so you can **see what they're capable of**.

The portfolio provides **evidence of key skills** listed on the profile whether it's gained at uni, during an internship or an exercise from our training

Portfolio of Digital Work



Email marketing

Using Mailchimp I have created many emails for DigitalGrads including the monthly newsletter that can be found here:

[DigitalGrads Newsletter](#)

Blog

I have written a number of blogs for DigitalGrads.com including this one that has been shared over 200 times.

[The Highlighter System: How to create a CV that works](#)

Social media marketing

I managed the Twitter feed for DigitalGrads between March and October 2016

[DigitalGrads Twitter feed](#)

Social media marketing

I created the DigitalGrads Instagram page and manage the profile.

[View Instagram](#)

Work Experience



Marketing Intern at Digital Grads at DigitalGrads

Jun 2017 - Sep 2017

I helped run email marketing campaigns, by designing and scheduling the emails using Mailchimp. I also performed keyword research using the Google keyword tool and updated web pages with high performing keywords.

How to run your campaign on Twitter

80%

Portfolio of Digital Work



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[View Instagram](#)

Work experience

Organised by date, you get a logical summary of a candidate's experience and what this entailed.

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Marketing Assistant at MethodB

Feb 2017 - Mar 2017

I learnt how to use a CRM system called Hubspot, and also how to find and connect with targeted business leads on LinkedIn.

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At a glance stats

An overview of the candidate's profile and what they're looking for in their next role.

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Education

Includes institution and grade details for higher education, further education and lists any other relevant education or training.

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Verification

We've gone through the necessary checks to ensure candidates have the right to work in the UK and are who they say they are.

Can we help you find a **digital superstar**?



+44 (0)20 3917 0790



employers@digitalgrads.com