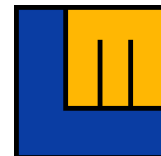


Lydon Perez Whittle



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SUMMARY

Creative and motivated marketing graduate with a passion for striking and innovative campaign design. Skilled in pitching and presenting with experience in creative ideation and copywriting. Excited to bring fresh perspective a diverse and dynamic team.

WORK EXPERIENCE

Intern | Grayling PR

Oct 2024 - Nov 2024

- Increased reach for St. Andrew's First Aid by securing media appearances on STV News, Forth Radio, Glasgow Times and North Edinburgh News.
- Pitched influencers for a Future Labs judging panel, researching to make sure core values fit well together, compiling contact information, social media data.
- Established and nurtured key contacts between Grayling and various media outlets.

Film Intern | Firecrest Films

Feb 2023 - Mar 2023

- Assistant to other team members on a short-term basis.
- Captioning work using Trint software
- Sat in with editing team working on a BBC project
- Helped Development & Research Team research individuals for documentaries.

Markering Intern | Edrington

Apr 2021 - Dec 2021

- Working with Edrington brands; primarily The Macallan, with other work done on projects for The Famous Grouse, Naked Malt & Brugal.
 - Worked as an assistant to other staff, completing tasks on a short-term basis.
 - Overseen ad projects making sure sections are completed on time, made within proper legal guidelines and making sure they are proofread.
 - Gave detailed and in-depth presentations, giving suggestions to the company.
 - Spent time in all areas of the company, doing studio work, annual budgeting, SEO, customer experience.
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EDUCATION

Higher National Diploma in Marketing: Advertising & Public Relations City of Glasgow College

August 2022 - June 2024

- Final Grade: A
 - Grayling Award for Best Pitch in Graded Unit
 - Created pitches for established brands such as YO! Sushi, Kraft Mac & Cheese, and Princes Square.
 - Conducted focus groups, surveys
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KEY SKILLS

- Intermediate Spanish
 - Adobe Photoshop
 - Adobe Premier Pro
 - Team Collaboration
 - Pitching & Presenting
 - Creative Problem Solving
 - Copywriting and Storytelling
 - Storyboarding
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References available upon request.