

# Lee Thorneycroft

## Profile

I am self-assured with eight years of sales and marketing experience, spanning the media and retail sectors. I've worked from home on an independent basis as a content writer and media marketing assistant, as well as a sales assistant in many different companies with challenging demands. I believe in self-discipline and personal development first and foremost and this has become synonymous with my achievements at Lemonade Reps. This role involved representing freelance TV directors by improving their employability. My job was to make producers want to hire them by essentially putting their names up in lights. I was responsible for working on SEO, PR, and web content while building my confidence as an individual who isn't afraid to make suggestions to management regarding company decisions.

## Employment History

### Sales and Marketing Assistant, Lemonade Reps, City of London

2020 – 2021

- I worked on PR, SEO and showreel editing.
- I'm also fully competent on sites such as Vimeo, Squarespace, Instagram, Twitter, LinkedIn, Premiere Pro, DaVinci Resolve and with G-suite applications.

### Content Writer, You Press, City of London

2019 – 2020

- I helped to empower young people and give them a voice within the creative arts by developing web content. I created blogs and short stories, both fiction and non-fiction, that encouraged them to come forward and share their ideas.

### Agency Production Runner & PA, Production Switchboard, London

2018 – 2020

- I was represented by PS while working as a production runner and production assistant for a variety of commercial brands. I worked alongside major clients such as Heineken, Birra Moretti, Victoria's Secret, Aldi and GAP. These roles also involved office work where I would do a lot of PR and SEO for said clients.

## Education

### BA Hons - Film and TV Production, Bucks New University, High Wycombe

2013 – 2016

- Achieved a first class honours award.

I invested a lot of time into doing work experience for a broadcast media company called 'Hello Love' where I worked on brands like Heineken and got to meet Rio Ferdinand!

### Diploma - Photography and Graphics, The Aylesbury College

2010 – 2012

- Achieved a Distinction/Grade A.
- I also achieved an A level in English at grade B.

### GCSE, Mandevile Upper School, Aylesbury

2005 – 2010

- Achieved 11 A-C GCSEs, including English at grade B and Maths at grade A.

## Details

07526447687

[lee-thorneycroft1994@hotmail.com](mailto:lee-thorneycroft1994@hotmail.com)

## Links

[Personal Website](#)

[LinkedIn Page](#)

## Skills

Leadership and Teamwork

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Avid multitasker

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Attentive to small details

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Social Media and Web proficient

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Adaptive to demands

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## Hobbies

Creative Writing

Blogging

Filmmaking

Football

Swimming

Travelling