

Ethan Phoenix Kentish

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Bilingual marketing professional specialising in and branding and sustainable partnership development. Passionate about languages and communication.

Relevant Work Experience:

Marketing Lead - PLATF9RM

October 2023 – Present | Brighton & Hove, UK

- All key responsibilities of previous role
- Conceptualising, creating and leading the 2024 Marketing Plan
- Developing company policies to transform away from CSR towards CSV
- Ownership of the PLATF9RM brand and guardianship
- Creative Campaign Direction and management

Marketing Executive - PLATF9RM

April 2022 – October, 2023 | Brighton & Hove, UK

- Conceptualising, creating and leading the 2023 Marketing Plan
- Leading CSR initiative development
- Developing, Implementing and managing Internship Programme with two interns
- Managing 5 partner freelancers and agencies for Social Media, SEO, Email Marketing, Brand Strategy and CRM management
- Email marketing management
- Maintaining and Fostering Partnerships between PLATF9RM and relevant business partners
- Event copywriting, long & short form business blog posts
- Creating short bios that capture the personality and responsibilities of team members
- Promotional campaign management
- Website management & community management

Production Manager - PLATF9RM

September 2022 – Present | Present Flagship Events | Brighton & Hove, UK

- Ensuring all segments of the events run according to schedule
- Keeping guest speakers catered to before and during events
- Minimising and solving any technical issues

Co- Founder - Jazz Club Collective

March 2023 – Present | Brighton & Hove, UK

- Pitching to investors
- Brand building
- Coordinating team of 6 freelances artists
- Event Planning and Management

Education:

University of Sussex

Brighton & Hove, UK

First Class Honours BSc Marketing and Management w/Spanish

Dissertation Topic: "Do You Have Any Idea How Smart I Am In Spanish?": A Cultural Analysis of The Other in Popular Media and its Real-Life Implications.

Key Modules: Marketing Strategy; CSR, Sustainability and Business Ethics; Enterprise in the Circular Economy

Lycée Saint Paul

Angoulême, France

French Baccalaureate in Literature, achieving 15.5/20, equivalent to a UK A

Other Experience:

Front of House - PLATF9RM

June 2021 – April 2022 | Brighton & Hove, UK

- Administration tasks
- Community and customer relation management
- Training all new staff members

Président - Association Bureau Des Lycéens de Saint Paul

Angoulême, France

- Leadership and delegation to relevant sub-teams
- Budgeting and Fundraising
- Event Planning and Management

Student Body President - Lycée Saint Paul

Angoulême, France

- Represent student interests in bi-monthly meetings with School Management
- Implementing and funding school projects

Projects:

Kickass Women Equity Era – Conference Organiser (Senior)

Sep 2022 - March 2023 | PLATF9RM | Brighton, UK

- Co-Hosted entire conference
- Sourced two keynote Speakers
- Sourced and conceptualised all Panellists and theme
- Co-designed interactive workshop for attendees
- Created and Delivered IMC campaign

Work: Reinvented – Conference Organiser (Junior)

April 2022 - Sep 2022 | PLATF9RM | Brighton, UK

- Created Email and Social Media campaign
- Coordinated Press Coverage resulting in widespread awareness of the company and conference

ETTO Agency & PLATF9RM - Marketing Assistant

Jan 2022 - March 2022 | Brighton, UK

- Fully coordinated and assisted in 4 separate focus group sessions
- Analysed and synthesised the resulting data
- Presented the information to the client company
- Provided instructions to implement changes to help reposition the company

Additional information:

Languages

English - Fluent, French - Fluent, Spanish - B2, Japanese - A1

Programmes

Squarespace, Office R&D, Sharpspring, Google Workspace, Notion, Mailchimp, Active Campaign, Canva, Final Cut Pro X

Interests

Languages & Etymology, Fitness, Fashion, Design, Technology & Innovation, Rowing