

Clare Chambers

Trainer & Assessor for Digital Apprenticeships
Content Developer for Digital Marketing
Performance & Partnerships Marketer (formerly)

Languages

- English (native)
- German (bilingual/native fluency/degree)
- French (professional fluency/degree)

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Summary

I am an experienced digital marketer and online business owner with approximately 12 years of practical experience in the trenches to bring to the table.

In my early digital career, I gained broad digital marketing experience through a combination of digital project management and consultancy, direct response marketing, affiliate marketing, copy-writing, and growing my first freelance business, which I launched while still a student, into a remote content marketing agency before selling it in my late 20s (a decade ago).

Having segued into further education and eLearning, I now also have experience of delivering (remotely), designing, and assessing digital skills and marketing courses for the likes of Google Squared, Dot Native and the Chartered Institute of Marketing (CIM).

I am currently running a niche growth consultancy focused on helping apprenticeship providers to develop their pathways, mostly in digital marketing, digital media production, and related fields. However, in parallel, I also act as a freelance quality assurance practitioner and end point assessor for a number of training providers.

Training, Consulting & Other Experience

OCT 2020 - PRESENT

FeMetric.co.uk, remote - Owner-Founder

A growth and market insight consultancy for further education providers, including those delivering apprenticeships and L6 and L7 degreeships.

MAR 2020 - PRESENT

**SilverPaw.co.uk, Remote - Digital Apprenticeship Programme
Developer & Freelance IQA**

A new contract with this ambitious digital marketing apprenticeships specialist. I'm responsible for all programme content development activities including on-line and off-line content creation, lesson plans and schemes of work mapping standards, as well as delivery of apprenticeship programme induction and finished programme, quality assurance of learners' portfolios and review of progress, etc.

FEB 2019 - PRESENT

TQUK.org, Remote - Assessment Writer & End Point Assessor

I develop a range of mock project briefs, workshop content and multiple choice questions for the qualification development teams. I also get EPA assignments through TQUK on a daily rate basis.

FEB 2019 - PRESENT

GingerNutTraining.co.uk, Remote - Internal Verifier & EPA (Digital Apprenticeships)

I assist Ginger Nut with the production of webinar training and quality assurance for their digital media and marketing apprentices. I also write some of the synoptic project mocks for Digital Marketer level 3, Junior Content Producer level 3 and Business Administrator level 3.

FEB 2015 - PRESENT

AVADO.com, Remote (*I work on multiple programmes owned by AVADO*)

Google Squared Online UK (WeAreSquared.com) - External Examiner (*Digital Marketing Leadership*)

I am a freelance examiner and subject matter expert for the award winning "Squared Online" - the leading Digital Marketing Leadership Diploma - a graduate level qualification developed in partnership with Google and endorsed by the IPA.

Google Squared Online, DACH - External Examiner, Subject Matter Expert and content localisation specialist (*Digital Marketing Leadership*)

From Q2 2019, I became involved in the development of the latest version 6 and 7 of the German version for the DACHS region as I also speak German. Now I am proud to work as a freelance examiner, content developer and localisation specialist on bespoke enterprise versions of the Squared programme delivered to German clients such as Commerzbank and Henkel.

Dot Native (AVADO.com), Remote - External Examiner (*Digital Transformation*)

I am a freelance external examiner and subject matter expert for Dot Native & Lead Digital - AVADO's three month online certificates in digital leadership and transformation, which is aimed at team training, leaders and managers whose roles are impacted by digital, and seek to act 'change agents' to influence an organisation's digital-first culture and approach to problem solving.

Academy of Digital Business Leaders, Remote - External Examiner

I was a freelance examiner and subject matter expert advising curriculum developers for the ADBL's Diploma in Digital Business Leadership and DotNative.com certified courses in Digital Marketing, which help senior and C level professionals to acquire the knowledge needed to carry out transformational digital strategies in their companies.

Other short term contracts:

(Nov 2018 - Jun 2019) **Jolt.io, Remote** - Mini Course Content Developer (Email & Content Marketing)

(Nov 2014 - Jul 2015) **UK Higher Education Academy (HEA), York HQ:**

Educational Copywriter ("Teaching Cases Writer")

(Mar 2011 - Jun 2014) **Communis Plc, Leeds HQ** - Educational Copywriter ("CIPS Gold Award" Case Studies)

(Feb - Apr 2014) **Asda Walmart HQ, Leeds**: Content developer for in-house social media management and customer service training courses.

(Mar - Jun 2013) **VOW Europe Ltd**: Lead content developer for in-house ecommerce training courses.

(Feb - Jul 2012) **SDL Plc**: Senior learning content localisation consultant (involved European travel and training delivery)

2008 - 2020

Self-Employed, Remote - Performance & Partnerships Marketer

For approximately a decade I ran high revenue affiliate, email, CPA, and PPCall campaigns (independently) for VC-backed startups, independent product owners, and affiliate networks, such as Global Wide Media, Vault Media, and Peerfly (recently shut down). I also helped product owners with their affiliate programme launch and management usually in exchange for revenue share which afforded me invaluable and full stack digital marketing knowledge that I bring into my teaching and course development work.

JULY 2018 - SEPT 2019

The Chartered Institute of Marketing (CIM), Remote - Examinations Writer

I write the questions and answers for CIM's marketing examinations, ensuring the type of question and the level of difficulty is appropriate for the syllabus and learning outcomes. Most recently I wrote the full L4 question paper for students in the CIM July 2019 examination cohort for marketing and communication.

JAN 2016 - MAR 2018

Arch Apprentices, Remote - Programme Assessor & Webinar Trainer

Arch Apprentices is an Ofsted level 1 rated provider of digital and IT apprenticeships (acquired by AVADO Learning). I provided online and workshop tuition, quality assessment, and curriculum development for learners studying digital marketing certifications accredited by City & Guilds, Google Squared, Dot Native and the Chartered Institute of Marketing (CIM), as well as executive students in the workplace pursuing leadership and management programmes endorsed by the Chartered Management Institute (CMI) and Institute for Leadership & Management (ILM)

2007 - 2014

WebCopy Hub - Owner-Founder

This was an online content writing agency that I ran in alongside other projects supplying web content to internet marketers and other online businesses. I managed a remote team of freelancers but also worked with a few local clients, and ultimately sold the website to focus on new projects.

Professional Awards/CPD Courses

- Planned: 2022 MA in Educational Leadership, University College London
- L7 CMI Diploma in Professional Consulting (in progress)
- 2021 Institute of Educational Assessors Chartership (in progress)
- 2021 L4 Internal Quality Assurance Certification
- 2021 L3 Award in Assessing Vocational Achievement
- 2020 Hubspot Inbound Marketing Certification
- 2020 Hubspot Content Marketing Certification
- 2020 Hubspot Inbound Certified
- 2019 CIW Social Media Strategist
- 2018 Jolt Certificate in Advanced Video Instruction (AVI)
- 2018 NovoEd Foundations of Learning Experience Design Course
- 2016 University of Reading, Digital Leadership: Creating Value Through Technology

Higher Education

SEPT 2014 - MAR 2015

Squared Online - *Graduate Diploma in Digital Marketing Leadership*

A self-funded course to consolidate my self-learning and ensure skills were up to date.

SEPT 2011 - JULY 2013

Forensic Linguistics Institute - *Graduate Diploma in Forensic Linguistics*

This specialist L6 course is the equivalent of another Honours degree in linguistics. A self-funded course pursued out of interest in this emerging field with a view to making a valuable contribution to the justice system by using my language skills as an expert witness.

SEPT 2007 - JULY 2008

Nottingham Law School, Nottingham UK - *Graduate Diploma in Law*

The graduate conversion route; a 3-year graduate LLB completed in just 10 months. One of the top 5 most demanding postgraduate courses in Europe.

SEPT 2004 - JULY 2005

The University of Regensburg, Germany - *Erasmus Alumna, German Linguistics & Translation Studies*

A study year abroad to consolidate my German language skills through the EU's Erasmus university partnership exchange programme.

OCT 2002 - JULY 2006

The University of York, York UK - *BA (hons) German & Linguistics*

A 4-year BA in German language, translation and linguistics.