Gemma

 Swindlehurst

 Digital Marketing Assessor/IEPA/LIEPA

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 7, Green Drive, Barton, Preston, Lancashire PR3 5AT

 A1 Assessor Award, Functional Skills English, Math and ICT, PTLLS, L3 Customer Service

CIW Internet Business Associate, CIW Social Media Strategist, CIW Site Development Associate, Currently studying for my CertEd

Profile

I am a meticulous Skills Coach and Lead EPA who is excellent at managing multiple tasks and working under pressure. My broad industry experience includes Digital Marketing, Social Media, IT User, Recruitment, Customer Service, Business Administration, Team Leading, Retail, Management and HR. I have delivered frameworks including technical certificates, ERR and Functional Skills. I am a target driven team player who enjoys a challenge. I have recently been involved in designing the Digital Marketing standards with the new levy and have experience in designing resources and classroom delivery. As I now have over 2 years’ experience in EPA for digital marketing, I have a vast amount of knowledge that I can share in with people on expectations for EPA and sharing best practice.

Work Experience

**LIEPA – Lead Independent End Point Assessor – Digital Support Technician & IT Technical Salesperson**

City & Guilds – June 2020 – Present

* Recruitment – CV Vetting, Interviews, Assessments and contracting
* Building training material for new standards
* Delivering training
* Monitoring assessments
* Quality checks and Grading using RAG
* Feedback and support to team members
* Guidance
* Guidance

**IEPA – Independent End Point Assessor – Digital Marketer**

City & Guilds – August 2018 – Present

Responsibilities:

* Grading EPA evidence once gateway has been achieved.
* Checking evidence against the criteria
* Preparing questions for interview based on submitted evidence
* Working towards the learner achieving the best grade possible due to questioning
* Completing Standardisation meetings
* Produce detailed feedback on all the EPA evidence as well as the interview completed

**End Point Assessor**

1st For EPA – Jan 2021 – Present

* Grading EPA evidence once gateway has been achieved.
* Checking evidence against the criteria
* Preparing questions for interview based on submitted evidence
* Working towards the learner achieving the best grade possible due to questioning
* Completing Standardisation meetings
* Produce detailed feedback on all the EPA evidence as well as the interview completed

**Digital Marketing Coach**

Just IT – Jan 2022 – Present

* Teaching remote Digital Marketing
* Coaching learners through their apprenticeship with KSB
* Building portfolios for EPA
* Planning visits
* Building resources

**Trainer – Digital Marketing and Digital Support Technician. Team Leader for IT Apprenticeships, Professional Tutor**

Runshaw College – Aug2020 – Dec 2021

* Teaching remote Digital Marketing and Junior Content Producer
* Coaching Face to Face learners in workplace
* Building portfolios for EPA
* Planning visits
* Training colleagues on EPA process
* Building resources
* Developing guides
* Quality monitoring

**Teacher – T-Level and Digital Bootcamp**

Runshaw College Sept 2020 – Dec 2022

* Developing course resources
* Teaching – Classroom and remote
* Quality monitoring
* Supporting students

**Apprenticeship Development Coach**

Apprentify - November 2019 – July 2020

* Teaching remote Digital Marketing and Junior Content Producer
* Coaching Face to Face learners in workplace
* Building portfolios for EPA
* Planning visits
* Training colleagues on EPA process
* Building resources
* Developing guides

**Team Leader - Apprenticeship Delivery Coach**

Seetec – March 2017 – Oct 2019

Responsibilities:

* Delivering qualifications in Digital Marketing, Business Admin and Customer Service
* Teaching Functional Skills in English and Maths
* Classroom delivery to groups of learners covering all subjects and embedding Functional Skills
* Planning sessions to cover all objectives and learning outcomes
* Creating resources for Digital frameworks and new standards – workshop activities, PowerPoint presentations to be delivered
* CIW courses and building resources on the new platform to help teach Digital Marketing
* Attend meetings
* Complete all targets within the designated time given
* Generate evidence for learners for campaigns to use for EPA portfolio

***Accomplishments***

Received the “Employee of the month” award for the first time in our area

**Trainer/Assessor**

Interserve Learning and Employment – November 2015 – Present

Responsibilities:

* Delivery of qualifications up to level 3 in Digital Marketing, Social Media, IT and Management
* Delivering training for apprenticeships and qualifications from Level 2 – Level 2 in a wide area of subjects
* Training on ICT for internal and external team members
* Designing resources for qualifications for different learners
* Creating qualification pathways to be followed as guidance for tutors
* Planning training for additional assessors who need support
* Reviews

**NVQ Assessor**

* Paragon Skills - Preston - September 2014 to June 2015
* Responsibilities:
* Assessing Qualifications from initiation to completion
* Working with a range of people with different levels of skills
* Worked on Smart Assessor eportfolio computer System
* Keeping paperwork up to date and auditable
* Completed Reviews with learners each month and gave additional support on areas

***Accomplishments***

* Received an outstanding Achievement award in 2015 for my workload and positive attitude

**Deputy Manager**

Age UK - March 2012 to September 2013

Responsibilities:

* Developed the social media marketing for the products in the shop and helped sell on Ebay
* Training volunteers who come to help out in the shop with all procedures Inc. till work, pricing stock and displays
* Banking
* Till work
* Meeting and greeting customer and helping with their needs
* Answering calls
* Pricing goods
* Administrative duties - Filing, emails, and book keeping
* Research for items that have been donated (to get the correct worth)
* All displays Inc. Windows

**Recruitment Administrator/Digital Marketer**

NHS - Central Lancashire PCT - September 2010 to January 2011

Responsibilities

* Advertising Jobs on the NHS website
* Marketing on Social Media
* Running campaigns to engage the community about specific subjects: Cancer Awareness
* Administration
* Sorting through job applications
* Arranging interviews over the telephone with candidates
* Booking rooms for interviews and sending email confirmations to managers and candidates
* Getting personal files ready for successful candidates which include: CRB Checks, References and security
* Documentation

**Recruitment Consultant**

Masterstaff - November 2009 to June 2010

* Generated Masterstaff social media platforms in order to assist with job placements
* Communication to clients and candidates via platforms
* Running campaigns to promote events with recruitment job fair’s
* General administrative duties
* Interviewing candidates over the telephone and face to face
* Helping candidates create a good CV for the position they are applying for • Training candidates with interview skills
* Placing candidates into temporary and permanent positions
* Cold Calling possible clients to book meetings
* Meeting potential customers to promote Masterstaff and gain business
* Advertising positions on job boards and using Social Media as a platform for marketing
* Marketing Masterstaff via flyers and promotional deals via the internet, Social Media
* Created a database for the clients to be logged on to as the details for everyone use to be on paper
* Created a Facebook account to advertise positions and use as a platform to bring in skilled applicants
* Built a spreadsheet template to generate invoices for timesheets
* General Administrative and Payroll duties.

**Recruitment Administrator**

Xchanging - January 2008 to September 2009

Recruitment Professional

* Dealing with Managers to create job Specs for positions
* Advertising positions on the computer system
* Looking through CV's to find one that matches all criteria
* Arranging interviews with candidates and managers
* Administration duties
* Answering the telephone
* Search engine optimisation
* Created Website
* Marketing via Social Media

Additional Information

For CPD I am helping a few local businesses with their Social Media accounts – I engage with them to offer support and knowledge in how to successfully run campaigns.

Hobbies and Interests

Football, Movies, Cooking and Family time