
Filip Boś

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Professional Summary

A dynamic and creative digital media and communications professional with a passion for storytelling. With a background in film production and hands-on experience in marketing, social media management, and broadcast journalism, I am skilled in developing and executing impactful marketing campaigns and managing digital content across diverse platforms. My technical expertise also includes WordPress, database setup, and IT support, optimising both marketing and operational efficiencies.

Personal Skills

Marketing Strategy & Planning, Branding & Consistency, Project & Event Management

Cross-functional Collaboration, Stakeholder Engagement, Communication Skills

Time Management & Multi-tasking, Analytical & Research Skills, Creative Thinking, Adaptability & Initiative

Technical Skills

Content Creation & Storytelling, Social Media Management, Digital Marketing & SEO, IT & Technical Support

Website & Database Management, Microsoft Office Suite, Adobe Creative Cloud, Avid Media Composer

Canva, WordPress, Videography, Photography, Google Analytics/Ads, Meta Business Suite, Mailchimp

Experience

Cheltenham College/Prep, Cheltenham - *Senior Marketing Executive*

AUG 2024 - DEC 2024

- **Marketing Strategy and Planning:** Collaborated with the Director of Marketing and Communications to develop and execute comprehensive marketing plans aligning with the school's strategic goals.
- **Social Media Leadership:** Led social media efforts across platforms like Facebook, Instagram, and LinkedIn to enhance engagement, ensuring content remained accurate, relevant, and aligned with brand messaging.
- **Website Management:** Oversaw the development and maintenance of the school's website, ensuring brand consistency, user-friendliness, and up-to-date content.
- **Digital Newsletters:** Created and published a weekly newsletter for parents, highlighting school achievements and stories to foster community engagement.
- **Content Creation:** Produced high-quality marketing and admissions content, collaborating with external designers and agencies, and maintained a photo database for marketing assets.
- **Brand Consistency:** Ensured consistent messaging and branding across internal and external communications.

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- **Cross-Departmental Collaboration:** Worked closely with Admissions and Development teams to support their marketing and communications goals. Assisted in the planning and execution of admissions events, contributing to both internal and external activities.
 - **Market Research and Reporting:** Contributed to the Annual Marketing Plan and conducted competitor research to inform strategy.

MeadeX Rubber Mouldings, Ross-on-Wye - *Marketing & Communications Manager*

MAR 2024 - AUG 2024

- **Strategic Planning:** Developed and implemented marketing strategies to increase brand visibility and growth; presented performance reports to senior leadership.
- **Agency and Partner Collaboration:** Managed partnerships with external agencies, ensuring alignment with brand identity.
- **Digital and Direct Marketing:** Oversaw email campaigns and centralised database management for targeted outreach.
- **Branding and Content:** Created marketing collateral and contributed to brand style guidelines for consistent branding.
- **Social Media & Events:** Directed social media strategy and coordinated content for industry events.

Gloucestershire Young Carers, Gloucester - *IT, Marketing & Communications Officer*

MAY 2022 - FEB 2024

- **Digital Engagement:** Led daily digital communications, managed social media, and spearheaded the launch on new platforms, including TikTok.
- **IT Support:** Provided technical support, introduced IT processes, conducted audits, and implemented a new fundraising database.
- **Project Management:** Oversaw installation of telephony and WiFi systems and managed a website rebrand in collaboration with an external agency.

BBC Radio Gloucestershire, Gloucester - *Freelance Broadcast Journalist*

FEB 2022 - AUG 2023

- Produced on-air broadcasts, handled caller interactions, edited audio content, and supported live outside broadcasts for sports events.
- Reported live from the Royal International Air Tattoo in 2023 across Oxford, Wiltshire and Gloucestershire

Toolstation, Bridgwater - *Contact Centre Shift Leader*

APR 2020 - APR 2022

- Supervised shift operations, resolved escalations, and ensured excellent customer service in the contact centre environment.
- Addressed delivery issues, responded to customer queries, and provided support across multiple communication channels.

Education

University of Gloucestershire, Cheltenham - *Bachelor of Arts (BA), Film Production*

SEPT 2020 - JUNE 2023

Worked on award-nominated films, such as Refractions and The Journey You'll Take, recognised by the Royal Television Society.

Richard Huish College, Taunton - *Extended Diploma in Digital Media*

SEPT 2018 - MAR 2020

Contributed to client projects, gaining technical skills in camera work, editing, and professional client interactions as part of the Huish Media Crew.

Awards & Certifications

Bronze Award - The Duke of Edinburgh's Award (Jun 2017)

First Aid at Work - Severn Training Group Ltd