

JOSHUA BLOCK

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PERSONAL STATEMENT

Digital Marketing graduate (BA Hons, University of Portsmouth, July 2026) with hands-on experience growing social media engagement and supporting SEO and analytics work, combined with over five years in fast-paced hospitality and customer-facing roles. Grew Instagram engagement by 32% and drove a 68% click-through rate from Instagram to Shopify for a local café brand, while managing shift supervision, staff training and customer resolution as a promoted Supervisor. Brings a data-driven, creative approach to content and campaigns, a strong work ethic, and the ability to stay calm and effective under pressure — seeking an entry-level marketing role where these skills can drive engagement and measurable results.

SKILLS

Marketing & Digital Social Media Strategy (TikTok, Instagram) Digital Marketing & Campaign Planning Content Creation & Copywriting SEO & SMO Google Analytics 4 (GA4) & Google Ads Data Interpretation & Visualisation Audience & Competitor Research Video Editing (CapCut) Shopify, Etsy, Meta Insights Adobe Express, Canva Microsoft Office 365 / Excel Collaboration & Project Management
Leadership & Operations Team Leadership & Shift Supervision Staff Training & Onboarding Rota Planning & Shift Cover Cash Handling & Till Operations Stock & Inventory Awareness Health & Safety / Food Hygiene Compliance Working Calmly Under Pressure Time Management & Multitasking
Customer Service & Communication Customer Service & Rapport Building Complaint Resolution & Problem Solving Front & Back of House Operations Fine Dining & Quick-Service Experience Verbal & Written Communication Teamwork & Cross-Functional Collaboration

EXPERIENCE

Social Media & Content Assistant / Supervisor — Baffled Coffee	Sept 2023 – Aug 2026
- Managed daily Instagram Stories, increasing engagement rate by 32% through interactive content (polls, Q&As) and boosting story view rate by 42% via community reposts and timely posting. - Supported the launch of the “Baffled at Home” campaign, helping drive a 68% click-through rate from Instagram to Shopify. - Promoted from Server to Supervisor: managed cash handling, staff rota planning and shift cover, trained new starters, and resolved customer complaints — while continuing to run social media alongside daily café operations. - Worked open-to-close shifts, balancing front- and back-of-house responsibilities with content and supervisory duties.	
Freelance SEO Assistant — Limewood Group	Part-time
Used Google Analytics and Google Tag Manager to track website performance for the Limewood Builders website, applying SEO principles to help improve click-through rate.	
Server — Rocksalt Restaurant	June 2023 – Aug 2023
Delivered professional, attentive service in a fast-paced fine dining environment, assisting with floor operations and client-facing events.	
Crew Member — McDonald's	Feb 2022 – Nov 2023
Provided high-quality, high-speed service across dining room and drive-thru, building strong teamwork and multitasking skills while maintaining brand standards.	
Barista & Team Member — The Groves Cafe	May 2020 – Feb 2022
Gained early hands-on experience in customer service and day-to-day café operations, supporting menu launches and busy trading periods.	

EDUCATION

BA (Hons) Digital Marketing — *University of Portsmouth*

Sept 2022 – July 2026

Key modules: Digital Content Creation · Social Media Marketing · Digital Marketing Strategy · Consumer Insights · Strategic Marketing · Advertising · Visualising Data · Marketing Research Project

- Final-year research project on how online shopping influences consumer impulsivity and decision-making.
- Developed campaigns and brand strategies for real-world organisations across academic modules, including:
- Hampshire & Isle of Wight Wildlife Trust — created a social-first campaign to engage younger audiences, selected by the Trust for future development.
- GrowTransformBelong Foundation — developed strategy concepts in a group project, with multiple ideas later implemented by the foundation.
- Shein Exchange Study — explored sustainable fashion and consumer perceptions through social and digital platforms.

Barton Court Grammar School — *Canterbury*

- 10 GCSEs at grade 5 or higher, including Grade 8 in Maths and Grade 7 in Chemistry, Physics, Biology and English.
- Grade A in Computer Science A-Level.
- Distinction* in Business BTEC Level 3 National Diploma.
- Distinction in Health and Social Care BTEC Level 3 National Diploma.
- Fully completed Duke of Edinburgh Bronze Award.
- Enterprise Prefect at Barton Court Grammar School.

CERTIFICATIONS

- Google Analytics 4 (GA4) Certification
- Google Digital Garage: Digital Marketing, Analytics, Fundamentals
- Excel 2021 Essential Training (Office 2021/LTSC) — LinkedIn Learning, May 2023
- Word 2021 Essential Training (Office 2021/LTSC) — LinkedIn Learning, May 2023
- Google Sites Essential Training — LinkedIn Learning, May 2023
- Developing Cross-Cultural Intelligence — LinkedIn Learning, Feb 2023
- Level 2 Food & Hygiene Certificate

LANGUAGES & INTERESTS

Languages: Basic French (self-taught refresher after GCSE)

Interests: Content creation & video editing, podcasting, online trends and social media's role in brand growth.