**LORNA GARDNER**

92 Cumbrian Avenue **Telephone:** 07411 648664

Bexleyheath, Kent DA7 6SL **E-mail:** lornagardner1984@yahoo.co.uk

**Professional Experience**

**Bexley College Feb 2005 – present**

*Web Administrator Oct 2012 – present*

Alongside marketing role, took additional accountability for building an online presence for the college. Initially, focused on enhancing the website via WordPress and increasing the college’s online visibility by improving meta descriptions for SEO.

Managed relevant social media platforms, including Facebook and Twitter. Specialised in reviewing and improving our social media through continuous research using Facebook insights. This was combined with the responsibility for leading an indepth survey across the student population.

Supported the upgrade of Moodle (virtual learning environment) from v1.9 to v2.2. Led Moodle training for Curriculum Leads and marketing staff, resulting in optimised use of the environment. Responsible for the daily management of the system, including content updates and helpdesk requests. Reported system usage via monthly reports to Senior Leadership.

*Marketing Officer Sep 2007 – Sep 2012*

As a longstanding, key member of the Marketing team, directly responsible for the set up and delivery of outreach events at venues such as the London Excel Centre. Over a 5 year period, developed a positive presence for the college in the Greater London and Kent region, consistently achieving high levels of student enrolments. Successfully supported frequent open days, liaising with the Senior Leadership Team and Curriculum Leads to bring the event together. This role required strong communication and presentation skills, combined with robust organisational capabilities.

Accountable for the creation of high quality marketing and promotional materials. These included course prospectuses, advertising posters, flyers and online adverts. This required working closely with external partners to meet deadlines without compromising the quality and message of the final product. Also took responsibility for the photographic input, taking the images and making key editorial decisions.

*Junior Curriculum Assistant Feb 2005 – Aug 2007*

As part of the Student Records team, took responsibility for coordinating the organisation of student enrolments, withdrawals and certification. Additional responsibilities included exam invigilation and managing the student records system.

**Education**

**Barking College**

*Multimedia (Higher National Diploma, awarded – Pass) 2002 - 2004*

Focused on the understanding the effective implementation of multimedia across both online and print mediums. Developed a greater understanding of a range of multimedia tools (including Adobe Flash, Premiere, Photoshop, Dreamweaver and Illustrator), photography and graphic web design.

**North West Kent College**

*Multimedia (BTEC National Certificate, awarded – Merit) 2000 - 2002*

Developed basic ICT skills (including MS Word, Excel, Outlook and PowerPoint), basic web design (Dreamweaver) and graphic design in a range of formats.

**Dartford West School, Kent**

*GCSE 1998 - 2000*

* 1 A, 4 B and 4C including English, Maths, Science and ICT.

**Key transferable skills and experience**

**Social media**

* Facebook - group, insights, posts

**Marketing and analytics**

* Organisation of Events and survey (google docs)
* Input of design for promotional materials
* Google Analytics weekly and monthly – thorough reports
* Updating external academic websites (i.e Hotcourses, Not going to Uni, National Careers Service..)

**Web development**

* WordPress – uploading courses, college news, photographs
* Search Engine Optimisation (SEO) – for our website to improve Google rankings
* Basic HTML – learning the very basics of HTML (i.e lists, drop down option boxes, bordered boxes…)

**Virtual Learning Environment (Moodle)**

* Training staff – showing them how to improve Moodle courses – quantity and quality
* Daily content updates – including adding on new staff
* Responding to staff helpdesk requests for Moodle 1.9 & 2.2