

# Zachary Lennard

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## LINKS

[LinkedIn](#), [Portfolio](#)

## PROFILE

Marketing and Communications graduate, predicted a First Class degree, with experience across digital campaigns, content strategy, and social media. Skilled in translating audience insight and research into clear, engaging marketing output. Supported by practical experience through a marketing internship and real-world brand projects, now seeking a graduate marketing role in London.

## EMPLOYMENT HISTORY

Jul 2025 — Nov 2025	Marketing Intern, Dorset Wine Festival	Bournemouth
	<ul style="list-style-type: none"><li>Produced short-form social media video content for the festival's official Instagram account, supporting digital engagement and event promotion</li><li>Applied social-first and audience-led thinking to create content aligned with the festival's brand tone and visual identity</li><li>Worked within live event conditions to capture, edit, and deliver timely content suited to platform formats</li><li>Contributed to the festival's wider digital presence, with content well received by the organisation and its online audience</li></ul>	
Jan 2022 — Jul 2023	Marketing Assistant, Shields Protection Ltd	Hertfordshire
	<ul style="list-style-type: none"><li>Shadowed the marketing team to gain insight into day-to-day marketing operations within a commercial organisation</li><li>Observed campaign planning, internal communication, and coordination between marketing and wider business functions</li><li>Gained early exposure to brand positioning, messaging, and decision-making in a professional marketing environment</li><li>Developed an understanding of how marketing activity supports business objectives and client relationships</li></ul>	
Aug 2025 — Present	Front of House, Cosy Club	Bournemouth
	<ul style="list-style-type: none"><li>Provided customer-focused service while representing brand standards in a fast-paced environment</li><li>Communicated effectively with diverse audiences under time pressure</li><li>Built strong teamwork and organisational skills transferable to marketing roles</li></ul>	
Jul 2024 — Sept 2024	Retail Assistant, Primark	Bournemouth
	<ul style="list-style-type: none"><li>Delivered customer-focused service in a fast-paced retail environment</li><li>Maintained brand presentation and visual standards</li><li>Developed strong communication and organisational skills transferable to marketing roles</li></ul>	

## EDUCATION

Sept 2023 — Jul 2026	B.A (Hons), Bournemouth University	Bournemouth
	Predicted to graduate with First Class Honours.	
Sept 2016 — Jun 2021	A Levels, Charterhouse	Godalming
	GCSE, Charterhouse	

## SKILLS

Microsoft Excel	Audience research and insight
Wordpress	Short-form video content creation
Shorthand	Content strategy and social media marketing
Digital campaign planning	