

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

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	
Digital campaign planning	Content strategy and social media marketing