

Alex Baber-Norris

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Marketing & Content Strategist | Event Promotion | Digital Storytelling

Energetic, media-savvy marketing professional with proven experience in digital content creation, event promotion, and community engagement. Adept at managing social media campaigns, designing visual content, and executing cross-platform marketing strategies. I thrive in fast-paced, creative environments with a passion for culturally driven brand storytelling.

RECENT EXPERIENCE

Freelance Content Creator & Photojournalist

2024 - PRESENT | LIVERPOOL

- Creating branded visual content and editorial features for clients across the North West region.
- Featuring in exhibitions and regional magazines, increasing brand exposure by 64% (as of June 2025).
- Managing personal portfolio on Instagram, growing organic reach by 78% in 6 months.
- Achieved a cumulative viewership of over 15,000 people across social media platforms.

Marketing & Events Coordinator - Kazimier Garden

2022 - 2024 | LIVERPOOL

- Led promotion for live events, leveraging Instagram, TikTok and Hootsuite to increase event attendance.
- Created event promotional assets using Adobe Suite that increased organic engagement by 64%.
- Coordinated on-site logistics and guest management for events with 200-300 attendees.
- Built an active local marketing network of 60+ creatives and artists.

Sales & Marketing Internship - ZH Agency

2020 | BEDFORD

- Supported campaign planning and content creation for SME marketing clients.
- Liaised with clients on inbound content and CRM updates. Reported weekly activity to senior leadership.
- Contributed to the creation of a mid-price-point service package that soon became the agency's most popular, increasing mid-market revenue by 38% YoY.

Event Producer & Brand Co-Founder - Bus Lane Collective

2023-2024 | LIVERPOOL

- Co-founded a cultural event label, selling out 5+ events across Liverpool's city centre with a cumulative attendance of 1,100+.
- Managed digital brand marketing, partnerships and physical/print media content production.

Journalism & Media Production Internship - Bido Lito! Magazine

2021 | LIVERPOOL

- 8-week editorial programme covering narrative development and print media production for an audience of over 10,000.

CORE MARKETING SKILLS

Strategy: Content Strategy, Creation & Copywriting, Brand Storytelling, Social Media Management.

Tools Used: Hootsuite, HubSpot, Adobe Suite, DaVinci Resolve.

Leadership: Stakeholder Communication, Community Building, Cross-discipline Collaboration.

Performance & Analytics: Social Metrics Tracking, Campaign Reporting and Data Interpretation.

EDUCATION

Political Science & Int'l Relations MA | Distinction - University of Liverpool 2023-2024

Classical Studies BA | First-Class Honours - University of Liverpool 2020-2023

KEY PROJECTS & HIGHLIGHTS

- Developed and executed a multi-channel marketing campaign for an emerging Liverpool-based musician, including social media rollout, content scheduling and event photography. The campaign featured in local print publications and has appeared on several high-profile Spotify playlists. Contributed to a 122% increase in listeners MoM.
 - Launching a regional magazine that focuses on North West food, art and culture. I am responsible for full editorial direction, contributor management and integrated marketing campaigns.
 - Travelled across India twice to aid in the set up of educational and community outreach internships for schools and individuals. This project continues to provide benefits to both rural communities and schools alongside would-be travellers with amazing experiences in a beautiful country.
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INTERESTS

- Passionate about global current affairs, team sports and emerging music scenes.
- Love to travel, a recent highlight being the national parks of Zimbabwe.
- Raising funds for mental health charities; recently completing a half-marathon and raising £900+ for [Papyrus](#).
- With friends, I enjoy hiking and camping in the many areas of beauty around the North West of England and North Wales.