

Marketing Assistant Bristol v4

Generated 17 May 2026
CV version: 1st CV

Job fit score: 7/10 — Good fit — worth pursuing if you tighten the story and prep the gaps.

Your evidenced strengths map directly onto the core requirements this role emphasises most — insight-led communication, data-informed decision-making, and calm, organised delivery under pressure. Your CV undersells the experience you have — the suggested edit in this report addresses that.

YOUR STRENGTH SIGNATURE

You front-load the analysis — understanding the objective and the audience before you act — and that discipline shows up whether you're presenting to resistant directors, rebuilding a fractured team at half-time, or turning critical feedback into a First-class paper. The combination of audience-first communication and rigorous upfront planning, backed by peer observation of listening and leadership you didn't initially claim, makes your case more specific than most applicants at this level.

YOUR APPLICATION FOR NEW ROLE CASE

The Wave is looking for someone who can take ownership of insight-led marketing channels and use data to drive measurable improvements — and your record shows exactly that discipline in practice. You've demonstrated the ability to translate data into persuasive communication (budget approved on the spot), rebuild execution under pressure (full logistics schedule in two hours, zero fixtures missed), and absorb feedback rigorously before acting (First-class paper from a weak draft). The technical gaps in CRM and SEO tooling are real, but the analytical instinct and delivery discipline that make those tools effective are already evidenced.

HOW TO POSITION YOURSELF

Strategic sequencing for this interview — which strength to lead with and why.

Planning [LEAD]

The role is explicit that email activity must contribute measurable revenue growth and campaigns must be delivered on time — both require the front-loaded diagnostic discipline that is your most consistently evidenced behaviour across every strength. Open with Planning to establish that your outputs are tied to method — not luck or effort — which positions every other strength as part of a system rather than a collection of isolated skills.

Speaking [SECOND]

The Wave's brand is purpose-led and tone-of-voice consistency is explicitly named as a success criterion — and your Speaking strength is the only one in your record that demonstrates audience-first communication translating directly into a commercial decision. Use Speaking to show that your written and presented communication is built on customer understanding, not instinct — which directly answers the brand execution and CRM segmentation requirements.

Listening [SUPPORT]

Data literacy is a stated requirement — comfortable working with data and using it to inform decisions — and your Listening strength provides the behavioural evidence that you treat data the same way you treat feedback: as something to understand properly before acting on. Deploy Listening as the evidence that your data discipline is genuinely analytical rather than surface-level — it explains why your planning produces accurate outcomes rather than just fast ones.

Leadership [CREDIBILITY POINT]

The Wave values collaboration and community — and a blind spot strength surfaced by peers, framed as self-awareness rather than a claim, demonstrates the kind of reflective working style a purpose-led team will find credible. Surface Leadership briefly and honestly — not as a headline, but as evidence that you're the kind of person who brings a room back to a shared goal, which maps to The Wave's emphasis on team culture and community.

COVER LETTER PARAGRAPH

Five of my six peers independently selected Speaking as one of my strongest qualities, and one of them — Maya Patel — described watching me present a social media budget case to a room of resistant senior directors and walk out with an approved budget increase. That outcome came from preparation: I'd researched the ROI, built a visual case, and framed the close around what mattered most to that room. Alongside that, Peter Chen observed me rebuild a full logistics schedule in two hours under real pressure, keeping a team of players on time and stress-free across three away fixtures in one week. The discipline behind both of those outcomes — understanding the objective and the audience before acting — is what I'd bring to every campaign, channel, and customer touchpoint in this role.

YOUR STRENGTHS

Planning

You produce measurable outcomes by doing the diagnostic work before you touch the process — not after something goes wrong.

Peter (peer) confirmed this strength, and it also appears in your own self-assessment. When two drivers pulled out before a run of away games, you rebuilt the entire logistics schedule and carpool arrangement in two hours — and the team made every fixture with zero stress. In your own words: "I had to stop and think. I needed help so I got out my contact list and started ringing people best placed to assist." The same front-loaded discipline appears across your professional record — the 15% improvement in proposal turnaround came from understanding the workflow before touching it.

Talking point: When two drivers pulled out before a run of away games, I stopped, pulled out my contact list, and rebuilt the entire logistics and carpool schedule from scratch in two hours. Every fixture was made, on time, with zero stress to the team. The same approach produced a 15% improvement in proposal turnaround in my current role — I mapped the workflow properly before I touched it. That front-loaded discipline is exactly what I'd bring to managing an email calendar and CRM segmentation here.

Speaking

You read the room before you open your mouth — and that audience-reading instinct is what turns your communication into decisions rather than presentations.

Five of six peers selected Speaking, including Maya Patel, Marcus Wright, James Vance, Jeff Hirst, and Dr. Sarah Miller. Maya's story is the sharpest test: you presented a social media budget case to a room of resistant, old-school directors and walked out with an approved budget increase. In your own words: "I knew that the money would be the most important factor so I had researched the probable ROI and was well armed with information before I got in there." The pattern is consistent — you don't lead with your idea, you lead with what your audience needs to hear.

Talking point: I had to present a social media campaign to a room of very old-school senior directors who weren't natural converts. I knew money was what would matter to them, so I went in with the ROI research done, a visual slide deck built, and a closing case framed entirely around financial outcome. The budget was approved on the spot. That audience-reading instinct — understanding what will grab attention and relieve a pain point before I open my mouth — is how I'd approach

every piece of communication in this role.

Listening

Your instinct is to return to the source and fully understand before you act — which means your responses tend to be more accurate than fast.

This strength came from your peers — it didn't make your own list.

Three of six peers selected Listening — Jeff Hirst, Marcus Wright, and Dr. Sarah Miller — and it did not appear on your own list. Dr. Sarah Miller's story is specific: during a complex seminar on semiotics, you absorbed dense critical feedback on your thesis proposal and, instead of reacting defensively, produced a final paper that earned a First. In your own words: "First job was to make sure I really understood the feedback and how the thesis would need to be changed. I discussed that with Sarah and then had a much better picture of where I'd gone wrong." The pattern is deliberate — you treat understanding as a prerequisite, not a courtesy.

Talking point: I didn't think of listening as a particular strength, but during a seminar on semiotics I absorbed some very dense, critical feedback on my thesis proposal. My first move wasn't to defend it or immediately rewrite it — it was to go back to Sarah and make sure I properly understood what had gone wrong. The final paper earned a First. In my social media work, the same instinct showed up with data — I looked at what the evidence was telling me before deciding what to do with it.

Leadership

Your leadership operates through calm, confidence-rebuilding influence — you move a room by reminding people what they're capable of, not by asserting authority.

This strength came from your peers — it didn't make your own list.

Two of six peers selected Leadership — Marcus Wright and Peter Chen — and it did not appear on your own list. Marcus's story is the defining one: at half-time during a losing game, with the team arguing and morale collapsed, you didn't raise your voice. In your own words: "I spoke quietly and authoritatively to describe the problem we were in. Instead of just yelling and assigning blame, I reminded them of how we'd succeeded in earlier games and rebuilt their confidence that we could pull the fat out of the fire." The team played the second half with total unity. The strength is quieter than people expect — and more durable for it.

Talking point: I didn't initially see leadership as one of my strengths, but Marcus flagged something I hadn't named. At half-time during a losing game, with the team arguing and morale gone, I didn't shout. I spoke quietly, described the situation honestly, and reminded the team of games where we'd come back before. We didn't win, but we played the second half in total unity. That's the kind of influence I try to bring when a group needs to find its way back to a shared goal.

BLIND SPOT AWARENESS

Strengths others have recognised in you that you haven't seen yourself.

Leadership

I didn't initially see this as a strength, but looking back at how I handled that half-time situation — staying calm, rebuilding confidence, getting the team focused — I can see it was real. It's a quieter, more connective style than people might expect, but it works.

"I spoke quietly and authoritatively to describe the problem we were in. Instead of just yelling and assigning blame, I reminded them of how we'd succeeded in earlier games and rebuilt their confidence that we could pull the fat out of the fire."

Listening

I didn't think of listening as a standout strength, but my instinct has always been to make sure I've properly understood — whether that's feedback on a thesis or data from a campaign — before I make any moves. That's something others notice even when I don't.

"First job was to make sure I really understood the feedback and how the thesis would need to be changed. I discussed that with Sarah and then had a much better picture of where I'd gone wrong."

CV FIT ANALYSIS

This section compares your submitted CV text against the job description requirements only.

What's working: The CV's reference to end-to-end process management and client communication maps credibly to the role's requirement for ownership and follow-through across digital touchpoints. The 15% proposal turnaround stat is the strongest concrete data point and aligns with the role's expectation that performance is tracked and reported.

What's underselling: The CV describes workflow improvement in generic administrative language — 'improved departmental workflow efficiency' — where the job description is specifically looking for someone who uses data to identify opportunities and acts on them; the method behind the result is invisible.

Suggested edit: Rewrite the workflow bullet to lead with the diagnostic step: for example, 'Identified a bottleneck in the end-to-end proposals process by mapping the workflow; restructured the sequence and reduced delivery time by 15%' — this language mirrors the role's emphasis on identifying and acting on performance opportunities rather than simply reporting a result.

ATS KEYWORDS — YOUR TOP 8

Strong evidence — use confidently

- **insight-led**

CL: yes | CV: yes

"My approach has always been to understand what the data or the audience is telling me before I decide what to do — that's the instinct behind both the campaign work and the 15% process improvement."

- **data-informed decisions**

CL: yes | CV: yes

"Whether it was a social media campaign or a proposals process, I've consistently looked at what the evidence was telling me before acting — not just after something went wrong."

- **campaign delivery**

CL: yes | CV: yes

"I've supported campaign work from brief through to execution, and the discipline I bring is making sure the objective and the audience are understood before anything gets built."

- **brand consistency**

CL: yes | CV: yes with care

"Keeping the message consistent across outputs starts with knowing who you're talking to — that's the same instinct behind how I approached the social media campaign that won the budget approval."

Adjacent evidence — bridge honestly

- **CRM segmentation**

CL: no | CV: yes with care

"I haven't worked inside a CRM platform directly yet, but the analytical logic behind segmentation — understanding which message belongs in front of which audience — is something I've applied in practice."

- **email marketing**

CL: no | CV: yes with care

"Email platform experience is learning territory for me, but I've learned industry-specific tools quickly before in my current role, and the data discipline that makes email effective is already there."

Genuine gaps — prepare, don't claim

- **SEO / Google Analytics / SEMrush**

CL: no | CV: no

"SEO tooling is an honest gap for me — what I'd bring is the analytical habit of reading what the evidence is telling you before deciding what to do with it, and I'd apply that as I learn the tools."

- **lifecycle journey automation**

CL: no | CV: no

"I haven't built automated lifecycle journeys yet, but the sequencing logic — matching the right message to the right moment in a customer relationship — connects to how I think about communication and planning."

QUESTIONS TO BE READY FOR

Drawn from this job description — and how your Strengths Record positions you.

Tell me about a time you used data to improve engagement or inform a campaign decision.

Evidence ready

Use the Listening strength and Dr. Sarah Miller's thesis story, extended through the social media internship framing you've confirmed. The interviewer is probing whether your data literacy is genuinely analytical or just tool-familiarity. Your answer needs to show the instinct: understanding what the data is telling you before deciding what to do with it. Emphasise the deliberate pause — going back to the source before acting — because that's the behaviour this role requires at the CRM and analytics level.

Draws on: Listening

How do you manage multiple tasks and deadlines when everything feels urgent?

Evidence ready

Use the Planning strength and Peter Chen's logistics story. The interviewer is checking whether your organisation is reactive or structural — whether you have a method. Lead with the specific constraint (two drivers, three fixtures, two hours) and walk through the method: stop, assess, contact list, appeal to people's better nature. The result — every fixture made, zero team stress — is the proof point. That's exactly the delivery discipline this email calendar and CRM ownership role demands.

Draws on: Planning

How do you ensure brand tone and message consistency across different channels and outputs?

Evidence ready

Use the Speaking strength and the Maya Patel story. The interviewer is probing whether you understand audience-first communication at an executional level — not just in presentations. Your answer should establish that consistency comes from understanding who you're talking to and what they need to hear, not from policing a style guide. The directors story demonstrates you can translate a single message into different frames for different audiences while keeping the underlying argument coherent.

Draws on: Speaking

What experience do you have building or managing email marketing journeys and CRM segmentation?

Needs preparation

This is a direct technical gap — you have not worked inside CRM or email journey-building platforms. Do not claim otherwise. Prepare a specific example of learning a new industry-specific platform quickly in your current role, and frame it as evidence of how you approach new systems — analytically, not reluctantly. Connect it honestly to the data discipline you've demonstrated. Avoid phrases like 'I pick things up fast' without a specific example behind them.

How familiar are you with SEO and tools like Google Analytics or SEMrush?

Needs preparation

SEO tooling is a genuine gap — name it plainly. Your bridge is the analytical instinct evidenced in your peer record and your confirmed framing: looking at what the evidence is telling you before deciding what to do with it. Prepare to say specifically that the tools are learning territory, but that the habit of reading data before acting is already there. Avoid claiming any proficiency level with named tools unless you have a concrete example ready to substantiate it.