

A Google certified Marketing Manager experienced in managing websites, teams and design.

An approachable and analytical marketing manager with 10 years experience in e-commerce, content creation and strategic planning for seasonal products. Experienced in collaborating with teams to produce catalogues and POS materials for retail settings to tight deadlines. Well regarded in managing budgets with a recent AAT accountancy qualification (2019). My approach is focused and supportive in coaching and developing internal and external team members to produce results.

Skills

Team Management	POS Design	E-commerce	Campaign Marketing	Marketing Strategy
Budgeting	Video Production	Marketing Automation	Web Development	Email Marketing

Software

Graphic Design - Adobe Photoshop, Illustrator, InDesign, XD, Premiere, Axure, Cacao.

E-Commerce - NetSuite, Shopify, Woo Commerce, Magento.

Business Software - Sage, Xero, NetSuite CRM, Bitrix24, Citation, SmartSheet, Office (Advanced).

Google - Google Adwords and Analytics certified, AdSense, YouTube, Tag Manager, G-Suite administration.

Web Development - HTML, CSS, FTP software, CMS Installs, SSL configuration.

CMS - WordPress, NetSuite, Magento, Drupal, SharePoint, Concrete 5, plus others.

Email Marketing - Act-On, Campaign Monitor, DotMailer, MailChimp, Communigator, plus others.

Qualifications

2:1 University of Portsmouth - BA Hons Business and Marketing.

KTP University of Chichester - Knowledge Transfer Partnership.

College and High School - Four A Levels - Nine GCSEs at (A* - C).

Google Certified - PPC and Google Analytics (2019).

AAT Accounting - Foundation Certificate AAT Level 2 (2019).

About

I like to keep active and regularly run as part of the Emsworth Joggers, I also kayak and complete a trip to the Isle of White as kayak support for those raising money for charity. Charity work involves using my skills in design, strategy and web development to give back to the community at strategic Trustee level.

Meon - Marketing Team Leader

March 2018 - Current

Accomplishments

- Development of new e-commerce website, including SEO improvements and complete overhaul of visuals.
- Management of budget, team and delivered monthly board presentations and weekly KPI reports.
- Launched new brands and developed older ones with microsite campaigns, email automation, PPC and retargeting campaigns. Product launches included creating videos, how to's and events.
- Increasing average open rates of email and automation campaigns from 3.40% to 27% within 9 months.
- Increasing YouTube subscribers by +753 in one month, taking the audience to over 10,000, and 5 million views.

GenesisCare - Digital Marketing Manager (Health Care)

June 2016 - March 2018

Accomplishments

- Project management of web developments including new websites, medical calculators and landing pages.
- Digital management of websites, adwords, email marketing for 10 hospitals and head office campaigns.
- Cost savings from in-house graphic design of over £110,000. Management of all print projects for 10 hospitals.

NightSearcher - Marketing Manager

Feb 2015 - June 2016

Accomplishments

- E-commerce development and roll out for UK, Hong Kong and Poland.
- Launched 50-60 new products including POS materials, website development, photoshoots and video content.
- Project management and design of all marketing, and managed the re-brand across all products.

Birdbox Digital Limited - Marketing Director

June 2012- January 2016

Accomplishments

- Line management of designers, developers and account managers as well as mentoring staff development.
- Digital and print graphic design of banners, stationery, leaflets, presentations and websites.
- Successive marketing campaigns for the University of Portsmouth including: responsive web design, branding and integration to events booking system and marketing collateral such as business cards and pull up banners.
- Budget control for the company, and clients including forecasting / project management costs.
- Logo design, branding, CMS installs, web and app development project management.

Christ Central Church - Marketing Manager

January - June 2011

Accomplishments

- Marketing strategy and project management of new website.
- Graphic design of over 30,000 printed leaflets with analysis of success rates.
- Google analytics of the website and administration of the user portal.
- Leadership of youth group managing volunteers and syllabus.
- Coding and designing the email marketing and delivering an increase of subscribers by 76%.
- Organised photo and video shoots of events, then managed the web and social media distribution.

Wiley Blackwell - Email Marketing

June 2010 - Jan 2011

Accomplishments

- Email marketing 'For Dummies' books.
- POS of sale management for retail book stores.
- YouTube adverts for Harry Potter book.
- Launched brand new e-commerce website.

Consumables.com - Digital Marketing

June 2011 - June 2012

Accomplishments

- Email marketing management.
- Designed print and website marketing collateral.
- Trained staff on web programs.
- 500,000 products uploaded to e-commerce website.