

An approachable and commercial Head of Marketing based in Havant.

A Google certified, Head of Marketing, experienced in managing websites, teams and design. A 2:1 degree in Business, AAT accountancy qualifications and Google certifications. All bolstered by practical skill sets in web development, graphic design, video production and e-communications.

A practical multi-channel Head of Marketing with 10+ years experience in digital project management and extensive experience delivering written and digital campaigns that delivers return on investment. My campaigns deliver wins in bids, awards and new customers, by utilising my skills in graphic design, video production, website creation and full-funnel campaigns. Strong competencies within leading digital teams, campaign management and budgets. I am commercially aware with business analyst skill sets including Google certifications in Analytics, Adwords and an AAT accountancy qualification.

Skills

Team Management	Accountancy Qualification	Campaign Marketing	Graphic Design	
Budgeting	Video Production	Marketing Automation	Web Development	Email Marketing

Software

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

Graphic Design and Video Production - Adobe Photoshop, Illustrator, InDesign, XD, Premiere and After Effects.

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

PPC - Google Adwords and Analytics certified, AdSense, Bing Advertising, Tag Manager, G-Suite administration.

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

Business Software - Sage, Xero, FreshSales, NetSuite CRM, HR Toolkit, Citation, SmartSheet, Office (Advanced).

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

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 doing Park Runs, I paddle-board and am also a leader (Baloo) at the local Beaver group. Charity work involves using my skills in design, strategy and web development to give back to the community.

Pabulum Catering - Head of Marketing

Sept 2021 - Current

Accomplishments

- Strategic planning across the business and departments ensured the successful bids and rebids of 19+ sites.
- Line management of the team, led training development programmes for InDesign, Illustrator and Photoshop.
- Stakeholder management internally and externally at all business levels.
- Introduced internal comms for our 800+ staff across 100 sites, to improve communication and staff retention.
- Launched 19 new sites, managing installations, printed collateral and tariffs across all areas.

Meon Valley Travel - Group Marketing Manager

March 2020 - Sept 2021

Accomplishments

- Management of budget, team and delivered monthly board presentations and weekly KPI reports.
- Line Management of a team of four. Leading the Marketing Team at Meon Valley Travel, through strategy development, allocation of budget, ad spend, marketing campaigns and developing the teams' core capabilities.
- Development of new website, including SEO improvements and complete overhaul of visuals.
- Won TTG award for Best Travel Agency in the South East through a written and video pitch of all our marketing campaigns during a challenging time in travel. Campaigns delivered industry leading sales results.
- Team training and development, all staff have now completed Google certifications.
- Growth of email database from 6,908 subscribers to 41,223 in June 2021.

MeonUK - Marketing Team Leader

March 2018 - March 2020

Accomplishments

- Management of budget, team and delivered monthly board presentations and weekly KPI reports.
- Development of new e-commerce website, including SEO improvements and complete overhaul of visuals.
- Launched new brands and developed older ones with microsite campaigns, email automation, PPC and re-targeting 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.

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.

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.