

Hello... I am an Google certified Head of Marketing able to deliver a growth strategy for your organisation. Working with household names like COSTA and the Professional Football Association, I currently manage over 120 sites digital marketing campaigns. This year alone I've launched over 20+ sites and delivered best in class email open and engagement rates. Strong background across campaign planning, content creation and delivering the marketing calendar and optimised lead generation. Over 100+ product launches, led community growth events and conferences. Google Adwords (PPC), Analytics and data studio certifications.

12+ years experience in digital marketing campaign management, developing websites, e-commerce platforms, email, social media and lead generation managing an effective pipeline. Results driven and practical skill sets in graphic design, video production, CRM, event management and PR. Strategic and practical design skill sets leading digital teams to deliver against KPIs.

Employment

Pabulum - Head of Marketing

Sept 2021 - Current

Accomplishments

- 20+ new sites launched, securing bids and introducing innovative new data studio PPC and SEO dashboards. Working with brands like Costa and Grumpy Mule to increase average spend.
- Video production, email marketing, print and digital campaign management across the 120 sites.
- Email marketing internal and external comms (80% open rate), managing data across Microsoft Dynamics CRM.
- Line and budget management of the team, led training programmes for InDesign, Illustrator and Photoshop.
- Stakeholder management internally and externally at all business levels across 120 sites.
- Led the marketing strategy across two companies, introduced innovative metric driven reports to directors.

Meon Valley Travel - Group Marketing Manager

March 2020 - Sept 2021

Accomplishments

- Management of campaigns for Professional Footballers Association (PFA) with seasonal campaign calendar.
- Launched and onboarded new SAAS products for customers and first BETA testers of new Analytics software.
- Growth of CRM email database from 6,908 subscribers to 41,223 with industry leading sales results.
- Management of budget, team and delivered monthly board presentations and weekly KPI reports.
- Line Management of the team. Leading the Marketing Team at Meon Valley Travel, through strategy development, allocation of budget, ad spend, marketing campaigns and developing the teams' core capabilities.
- UX Development of new website, SEO speed changed from 1 out of 100 to 90, complete overhaul of visuals.
- Won TTG award for Best Travel Agency in the South East, due to marketing campaigns and web developments.

MeonUK - Marketing Team Leader

March 2018 - March 2020

Accomplishments

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

Companies I've designed and delivered marketing for:



GenesisCare - Digital Marketing Manager (Health Care)

June 2016 - March 2018

Accomplishments

- UX and development of new to market Radiotherapy dosage apps to referral apps, creating best in class referral programmes launched at nationwide conferences for GPs and Consultants.
- Project management of UX and web developments including new websites, medical apps 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 x10 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 websites, banners, stationery, leaflets and presentations.
- 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.

Consumables.com - Digital Marketing

June 2011 - June 2012

- Email marketing management. Designed print and website marketing collateral. Trained staff on web programs. 500,000 products uploaded to e-commerce website.
- Completed (KTP) Knowledge Transfer Partnership - post-graduate study with University of Chichester.

Skills

| | | | |
|-------------------|----------------------|------------------|---------------|
| ✓ Team Management | ✓ Campaign Marketing | ✓ Graphic Design | ✓ SEO and PPC |
| ✓ Email Marketing | ✓ Video Production | ✓ WordPress | ✓ Budgeting |

Software



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

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

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

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

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

Business Software - Sage, Xero, Sales Force, NetSuite, Microsoft Dynamics, Data Studio, MS Office, Hubspot.

Web Development - WordPress, Elementor, 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.

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

About

I like to keep active doing Park Runs and paddle-boarding. Charity work involves using my skills in design, strategy and web development to give back to the community.