

Hello, I'm an experienced Head of Marketing with a proven track record in delivering strategic growth and high-impact marketing campaigns.

Over the past year, I've managed global marketing efforts across our distribution network - driving increased sales, boosting specifications by **5% (growing to a 28% market share)** and engagement through campaigns in Dubai, Saudi Arabia, the US, and Europe, targeting key markets through in-depth campaign work.

I bring deep expertise in leading teams, shaping marketing strategies, and managing budgets at scale. My strengths span campaign planning, content creation, go-to-market strategy, lead generation, and delivering targeted marketing schedules. I also bring hands-on capabilities in design, email marketing, video production, web development, and performance tracking - backed by certifications in **AAT Accountancy, Marketing and Google Analytics**.

Employment

Coopers Fire - Head of Marketing

March 2024 - Current

Accomplishments

- Led global marketing initiatives across key regions - including Dubai, Saudi Arabia, the US, and Europe - driving increased sales, product specifications, and brand engagement both in the UK and internationally.
- Boosted sales specifications by 5%, contributing to a **28% market share** and a **19% increase** in BIM downloads.
- Expanded the architect and fire engineer database from **43,039 to 71,534** and achieved a **35% increase** in CPD completions, rising from **2,395 to 3,411**. Partnered with Burberry, the Natural History Museum and Aston Villa.

Pabulum - Head of Marketing

September 2021 - March 2024

Accomplishments

- Managed the team, budget, and the creative output across video, email, and print campaigns for 120 sites.
- Launched Costa Coffee shops at key sites. Won and launched 20+ new sites securing bids and retention through proposals and CAD videos, working with brands like Grumpy Mule to increase average spend.
- Achieved an 80% open rate for internal and external email marketing campaigns and CRM platforms.

Meon Valley Travel - Group Marketing Manager

March 2020 - September 2021

Accomplishments

- Management of campaigns for the Professional Footballers Association (PFA) with seasonal campaign calendar.
- Growth of CRM email database from **6,908 subscribers to 41,223** with industry-leading sales results.
- Line Management of the team, leading strategy development, allocation of budget, ad spend, marketing campaigns and developing the team's core capabilities.
- 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 products with microsite campaigns, email automation, PPC and increased average open rates of email and automation campaigns from **3.4% to 27%** within 9 months.
- Development of new e-commerce website, including UX, SEO improvements and complete overhaul of visuals.

Companies I've designed and delivered marketing for:



GenesisCare - Digital Marketing Manager (Healthcare)

June 2016 - March 2018

Accomplishments

- UX and development of new-to-market radiotherapy dosage and 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, Google Ads, email marketing for 10 hospitals and head office campaigns.
- Achieved cost savings exceeding £110,000 through in-house graphic design. 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 (KTP - University of Chichester)

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 - postgraduate 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 Ads and Analytics certified, AdSense, Bing Advertising, Tag Manager, G-Suite Admin.

Email Marketing - Hubspot, MailChimp, Act-On, Campaign Monitor, Dotdigital, Communigator, Klaviyo.

CMS - WordPress, NetSuite, Magento, Drupal, Wagtail, SharePoint, Concrete5, cPanel.

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

Business Software - Sage, Xero, Sales Force, NetSuite, Microsoft Dynamics, Monday, Asana, MS Office, Hubspot.

Web Development - WordPress, Elementor, Figma, 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 Google Ads, Google Data Studio and Google Analytics.

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

About

I stay active through Parkruns and paddleboarding. Charity work involves using my skills in design, strategy photography, video and web development to give back to the community.