

## PRINCE2® Agile certified Marketing Leader with 15+ years of experience delivering high-impact campaigns across technology and regulated sectors.

Growth-focused marketer leading multi-market GTM strategies that **exceeded targets by £1.2 million** last year, scaled global content, CRM, and ABM programmes through data-driven creative execution. An experienced content marketer with a strong fast-paced design background, I move seamlessly between campaign delivery and analytics, supported by **AAT accountancy qualifications**.

I led marketing for 48 distributors across Europe, the US, and the Middle East, driving results through GTM and ABM campaigns. Certified in **Google Analytics, Google Ads, HubSpot, PRINCE2® Agile Project Management** and **AAT**, I bring strategic thinking, fresh ideas, and a growth-focused mindset. I create alignment, clarity, and measurable impact across every channel, with hands-on expertise in email marketing, design, video production and editing, data management, campaigns, and web development.

## Employment

### Transalis - Head of Marketing - August 2025 - Current (Fixed Term Contract)

- Generated a **64% increase** in qualified leads year-over-year, rising from 25 in Q1 2025 to 41 in Q1 2026, while driving a 132% increase in pipeline value. Administration of CRM, CMS and Data tools like Apollo.
- Influenced Board-level decisions on content strategy and SaaS product development, including eDI and AI-focused product architecture, partnered with HMRC to communicate new UK invoice mandates.
- Expanded Q1 email marketing reach from 36,962 sends in 2025 to 69,043 in 2026 growing new lists for ABM and newsletter campaigns. Delivered new videos, led web developments and SEO work #1 for key phrases.

### Coopers Fire - Head of Marketing - March 2024 - August 2025 (Fixed Term Contract)

- Boosted sales specifications by +5% (**UK +£1.2m**) to **28% market share (£25m)** and +19% in BIM downloads.
- Expanded the architect and fire engineer database from **43,039 to 71,534**.
- Led joint campaigns with Burberry, the Natural History Museum and Aston Villa.
- Achieved **34 Google #1 rankings** (27.6% of tracked keywords), alongside **73 Top 3** and **105 Page 1 positions**.

### Pabulum - Head of Marketing - September 2021 - March 2024

- Achieved an 80% open rate for internal and external email marketing campaigns and CRM platforms.
- Managed the team, budget, and the creative output across video, email, and print campaigns for 120 sites.
- Secured and launched more than 20 new sites, the most tenders won in company history.

### Meon - Group Marketing Manager - March 2020 - September 2021

- 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. Led all internal Communications and email videos.
- **Won TTG award** for Best Travel Agency in the South East for the **new web development** project I delivered.

### Meon - Marketing Team Leader - March 2018 - March 2020

- Development of new **e-commerce website**, with 20% uplift in sales YoY, email automation and SEO improved.
- 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.

## Companies I've designed and delivered marketing for:



## GenesisCare - Digital Marketing Manager - June 2016 - March 2018

- 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 **10 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 digital assets and print projects for x10 hospitals from patient literature to clinical packs.
- Led all email comms internal and external across the 10 hospitals best-in-class open rates.

## Birdbox Digital Limited - Managing Director - June 2012- January 2016

- 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.
- E-commerce websites and projects for 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.
- Managed the upload and maintenance of a large-scale online product catalogue for Consumables.com.

## Skills

|                   |                      |                  |               |
|-------------------|----------------------|------------------|---------------|
| ✓ Team Management | ✓ Campaign Marketing | ✓ Graphic Design | ✓ SEO and PPC |
| ✓ Email Marketing | ✓ Project Management | ✓ E-Commerce     | ✓ Budgeting   |

## Software & Certifications



**Graphic Design and Video Production** - Photoshop, Illustrator, InDesign, XD, Premiere, Canva 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, Webflow.

**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.

**AI Tools** - Apollo.io, Synthesia, ChatGPT, Adobe Firefly, Hemingway, Midjourney, Funnel.io and others...

**CRM Administration** - Pipedrive, NetSuite, Monday, OpenCRM, Microsoft Dynamics, Hubspot.

## 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.

**PRINCE2® Agile** - Project Management Qualification (2026).

## About

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