

PERSONAL PROFILE

A dynamic individual who is continually developing her vision, creativity and pragmatic skills in challenging environments. A tenacious self starter, with strong **management experience** who has solid understanding of all aspects of the **marketing mix**, is an excellent **communicator** with proven ability to manage both internal and external relationships. Enjoys being part of a **team** or working **independently** in challenging workplaces. Works hard to **achieve** goals in all aspects of life.

Key Skills & Abilities

- Experience in planning and implementing multi-million pound budgets
 - Efficient in managing direct channels across B2B and B2C markets
 - Team player with excellent interpersonal skills
 - Effective communication skills with the ability to assimilate new skills rapidly.
 - Strong leadership qualities with excellent analytical skills
 - Able to adapt to changing business environments and always striving to meet new challenges
 - Able to work as part of a team or independently in challenging workplaces
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CAREER HISTORY

Aug 2017 – To present

Marketing Programs Manager

Access UK Ltd

- Integrated program management, strategically plan, create and execute multi touch campaigns to attract and lead nurture through the sales funnel TAP, MUF and BAF
- Content management – planning, developing & promoting a rich brand content plan that attracts an education audience, whilst creating industry content - blogs, white papers, reports, infographics
- Stakeholder management – building solid relationships and providing communications to key stakeholders gaining buy in as the go to person for the education division
- Accountable for managing budgets of over £200,000 and campaign effectiveness and ROI
- Responsible for and own the success of total education divisional SQL pipeline target directly through marketing delivery of SQL and supporting the sales team, overseeing each quarter
- Working closely with B2Cs to nurture leads generated to optimize the yield of qualified sales opps
- Performance management and analytics - continuously measuring and reporting on results vs targets; optimizing plans and testing, finding new approaches, analyzing and defining audience segments to drive campaign plans
- Delivering stronger and more cost effective SEO, PPC campaigns, web optimizing whilst focusing on the user experience to improve conversion rate and managing the social media strategy
- Event management – planning, executing large scale exhibitions i.e. the Schools and Academies show, HR conference with Brian Jacobson, Access World
- Building and execution of email campaigns via Markets, Salesforce CRM reporting, Tableau data analysis

April 2016 – July 2017

Marketing Communication Manager

Barclaycard

- Developing, implementing and managing the delivery of high quality and cost effective, customer focused campaigns for Barclaycard, whilst working closely with stakeholders
- Implementing new product innovations with the MPay brand and developing further initiatives for the customer base
- Working collaboratively with creative and production agencies to ensure campaigns from industry best practice and meet the customer-centric needs of Barclaycard UK
- Managing all the internal product queries via yammer and CMT

December 2014 – December 2015 (Contract)

Customer Experience Manager - Mastercard

BWE - Mpower

- Implementation and execution of all customer communications
- Ensuring all activity is aligned with new TV, brand guidelines, values whilst meeting the expected quality standards and requirements of industry regulation.