

## **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 marketplaces. 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 channel 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 marketplaces
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## **CAREER HISTORY**

**Aug 2017 – To present**

**Access UK Ltd**

### **Marketing Programs Manager**

- Integrated program management, strategically plan, create and execute multi-touch campaigns to attract and lead nurture through the sales funnel ToF, MoF and BoF
- 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, overachieving each quarter
- Working closely with BDs to nurture leads generated to optimise the yield of qualified sales opps
- Performance management and analytics - continually measuring and reporting on results vs targets; optimising plans and testing, finding new approaches; analysing and defining audience segments to drive campaign plans
- Delivering stronger and more cost-effective SEO, PPC campaigns, web optimising whilst focusing on the user experience to improving 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 Brown Jacobson, Access World
- Building and execution of email campaigns via Marketo, Salesforce CRM reporting, Tableau data analyse

**April 2016 – July 2017**

**Barclaycard**

### **Marketing Communication Manager**

- Developing, implementing and managing the delivery of high quality and cost effective, customer focused campaigns for Barclaycard, whilst working closing with stakeholders
- Implementing new product innovations with the bPay 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)**

**RWE - Npower**

### **Customer Experience Manager - Marcomms**

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

- Managing and briefing transactional agencies to continuously assess and improve the design and impact of the customer communication assets ensuring key stakeholder input at all stages especially and regulations, compliance, legal and Ofgem
- Mapping customer journeys and ensure touch points are optimised and drive efficiency of CX and writing copy for customer correspondence, also carrying out duties for development of web pages
- Executing delivery of touch points with fulfilment. Execution of all online activity ensuring new initiatives are communicated effectively and are synced with the offline journey

**September 2013- February 2014 (Contract)**

**Barclays Plc**

**Marketing Communications Manager**

- Implementation of Barclays brand and communications strategy 'Banking Shaped Around You'
- Managing and delivering the new in branch strategy which involves invigorating existing traditional channels and launch new media channels
- Strategically developing the execution of multiple campaigns across in branch marketing while moving comms into digital channels
- Managing the POS, LCD screens and ATM messaging, creating short ads to be displayed within branch
- Also updating the intranet with comms going out into the public domain and various updates
- Liaising with media agencies on the big campaigns
- Managing the marketing calendar with all the comms campaigns
- Identifying and implementing efficiencies in managing literature production, stocking, distribution and management and the move to more efficient channels such as online
- Managing budgets and relationships with stakeholders and agencies to provide guidance, insight and understanding to the communications strategy from a business and technical perspective
- Ensuring all campaigns/projects are met to quality standards and requirements of the industry regulation

**March 2012 –August 2013 (Fixed Term Contract)**

**Centrica Plc**

**Customer Campaign Manager**

- Strategically develop, design, plan and deliver new campaigns to support the launch of new propositions and support needs of business partners.
- Implementation and execution of direct and digital marketing communications campaigns and launch of Green Deal
- Managing and reviewing the end-to-end fulfilment process and CX improvement process through robust management information around volumes, costs and stock levels. P&L responsibility for delivering performance whilst managing the marketing budget
- Ensuring all activity are aligned with overarching ToV, brand guidelines, values whilst meeting the expected quality standards and requirements of advertising law and industry regulation
- Working closely with campaign managers, propositions and the strategy & planning teams to develop new and innovative fulfilment routes and formats that will drive down cost and improve NPS, and experience of being with British Gas Business
- Managing and briefing transactional creative agencies to continuously assess and improve the design and impact of the customer communication assets ensuring key stakeholder input at all stages

**August 2011 – February 2012 (Maternity Cover Contract)**

**Next Retail Plc**

**Assistant Direct Marketing Manager**

- Implementation and execution of all international multi-channel marketing communications selling initiatives and web content
- Managing a team of three and providing direction to deliver campaigns to reflect the Next brand strategy, on time and within budget
- Execution of the editorial and creative marketing campaigns and work closely with key stakeholders
- Social media strategy to keep up to date with new products, stories and responses
- Ensuring the right POS is created, displayed within store for the right promotions –working closely with ops and category
- Managing the online creative for emails and offline direct mail campaigns
- Budget planning, P&L responsibility, reporting, presentations and campaign analysis, attending trade management meetings, stakeholder management across the whole business

**January 2010 – July 2011 (Contract)**

**Office Depot International Ltd**

**Marketing Consultant**

- Implementation of a touch point strategy for SMB's for one of UK's largest direct mail office supplies channel with exposure to Ireland, European and Middle Eastern markets
- Increased average revenue by 20% within first six weeks by creating and launching a new acquisition campaign. Results showed appointments gained at 1200, with 185 accounts opened and £10k revenue.

- Project managing the Nursery and Development Programme - a 6-month initiative saving the business £500,000 once customers has bought from Viking-Direct, re-forecasting & measuring various touch points, updating marketing collateral, managing the Ambassador team and overall management of the projects
- Ensuring POS and marketing collateral was created and maintained for the shop in shop stores within Staples
- Responsible for ensuring the webpage and advertorials are updated regularly with relevant content, considering any seasonal buying behaviour patterns.
- New product development, implementation and evaluating various campaigns and initiatives
- Responsible for providing marketing support to a sales team of over 250 field and telephone account managers by producing offers and promotions – both bespoke and adapted from existing mass marketing.
- Managing relationships with internal departments/senior management, external suppliers
- Developing the Nectar and Nestle strategy and support campaigns

**February 2008 - December 2009 (Fixed Term Contract)**

**Mothercare UK Ltd**

**Marketing Manager**

- Responsible for marketing strategy and promotional event activity for all the Early Learning Centre (ELC) store openings, managing 60 store openings with a marketing budget of £500,000
- Strategic planning and execution all multi-channel comms initiatives, working collaboratively with print, design, PR, event agencies
- Evaluating the campaign's effectiveness through data analysis and market intelligence

**February 2005 – February 2008**

**Carers Federation Ltd**

**Assistant Marketing Manager**

**August 2004 - January 2005 (6 Month temporary contract)**

**BSS Group Plc**

**Marketing Executive**

**September 2002 - September 2003 (Placement)**

**Eternit Building Materials Ltd**

**Marketing Assistant**

## EDUCATION

<b>2016</b>	Diploma in Digital Marketing	Distinction
<b>2000-2004 Degree</b>	University of Derby BA (Honours) Marketing Management	2:1
<b>1997-2000 Other Qualifications</b>	Regent College, Leicester GNVQ Advanced Business	Merit
<b>1992-1997 GCSE's</b>	Rushey Mead Secondary School, Leicester Subjects passed with grades C and above, include English Language, Mathematics, Science: Physics and Chemistry, French, Child Development, Geography	

## ADDITIONAL INFORMATION

### Skills

Systems literacy - Microsoft Office: Word, PowerPoint, Outlook, Acrobat, and Internet Explorer: Advanced. Excel, Marketo, Salesforce, Tableau, Quark, and Publisher: Intermediate.

**Language** - English, French, Gujarati, Hindi and Punjabi.

### Interests & Activities

Out of the many interests that I have, travelling is my greatest passion; I enjoy experiencing the history and cultures, which help me to develop my communication skills through meeting a variety of people. I'm a keen cook and love hosting socials, enjoy keeping fit with spin and yoga relaxing the whole body and mind.

**References available upon request**