

## Professional Summary

IT literate marketing professional with 10 years of experience in the digital marketing industry.

During my 10 years of marketing and digital marketing experience, I have developed a comprehensive understanding of the digital marketing landscape and provide detailed reports to senior management. I have managed direct marketing campaigns and achieved significant results, including increased email engagement and improved website conversion rates.

## Core Skills

- Project Management
- Marketing Strategy
- Digital Marketing
- Content Development
- Performance Analysis

## Career History

Jan 2014 - Present

### Outline

Website development and content creation of our internal and external websites. Leading the digital marketing team.

### Key Responsibilities

- Develop and manage the company's digital marketing strategy.
- Manage the company's website and content.
- Develop and manage the company's email marketing campaigns.
- Monitor and report on the performance of digital marketing campaigns.

### Key Achievements

- Increased website conversion rates by 30% through targeted content creation.
- Developed and managed the company's email marketing campaigns, resulting in a 25% increase in email engagement.

Jan 2011 - Dec 2010

Jan 2009 - Dec 2008

Jul 2007 - Jun 2006

Jan 2005 - Dec 2004

Oct 2003 - Sep 2002

Apr 2001 - Mar 2000

Jan 1999 - Dec 1998

Jul 1997 - Jun 1996

Jan 1995 - Dec 1994

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Special services provided to product development and marketing teams.

Within digital marketing, I have developed a comprehensive understanding of the digital marketing landscape and provide detailed reports to senior management. I have managed direct marketing campaigns and achieved significant results, including increased email engagement and improved website conversion rates.

Project Management, Marketing Strategy, Digital Marketing, Content Development, Performance Analysis, External Training

Website development and content creation of our internal and external websites. Leading the digital marketing team.

Develop and manage the company's digital marketing strategy. Manage the company's website and content. Develop and manage the company's email marketing campaigns. Monitor and report on the performance of digital marketing campaigns.

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Marketing Manager

Develop and manage the company's digital marketing strategy. Manage the company's website and content. Develop and manage the company's email marketing campaigns. Monitor and report on the performance of digital marketing campaigns. Develop and manage the company's website and content. Develop and manage the company's email marketing campaigns. Monitor and report on the performance of digital marketing campaigns.

#### Key Responsibilities

- Co-ordinating the building, fit out and commissioning of new premises
- Recruiting and managing staff, including planning and budgeting
- Reporting to senior management on progress to ensure compliance with company policies
- Collaborating with other departments to ensure customer satisfaction
- Preparing and presenting reports on opportunities for improvement

#### Key Achievements

- Re-modelled the office space to reduce costs whilst maintaining a high standard of comfort and safety
- Achieved a 15% reduction in energy costs through the implementation of a new energy management strategy
- Developed a new recruitment process which differentiated the company from its competitors
- Created a new brand identity for the company, which was well received by the public and partners AXA
- Produced a new bank of products which were well received by the public and partners AXA
- Improved the company's internal communication system, which resulted in a 10% increase in productivity

#### Education

- **Master's Degree in Business Administration**
- **International Business**
- **Diploma in Management**

#### Language

- **Native English**

#### IT/Tech

- **MS Office (Word, Excel, PowerPoint)**
- **MS Access**
- **MS Project**

#### References

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