

Professional Summary

Senior marketing manager with 15+ years of experience in the financial services industry. Proven track record of driving incremental revenue growth and managing large-scale marketing campaigns.

Utilising my core marketing skills, I have successfully led new product launches and brand positioning across the UK and international markets. I am experienced in planning all marketing activities, optimising internal and external communications, and managing a team of marketing professionals.

Core Skills

- Digital Marketing
- Project Management
- Corporate Communications
- Marketing Strategy

Career History

mmm 2010 - Present

Outline

Led a team of marketing professionals across agency and in-house. Managed the Insurance and General Insurance divisions. Heads of Department for the following areas:

Key Responsibilities

- Managing the marketing budget
- Developing and implementing marketing strategy
- Managing the marketing team
- Managing the marketing process
- Managing the marketing results
- Managing the marketing communication
- Managing the marketing relationship

Key Achievements

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