

## PROFILE

A successful, dynamic, hands-on **Marketing Executive** with an extensive and technical background in e-commerce.

An enthusiastic and well motivated individual; who takes pleasure in working under pressure and embraces the rewards such challenges offer, with a particular passion for delivering consistent quality and adding value. Seasoned results orientated Project and Personnel Manager, managing projects from conception to completion utilising internal and external development teams, track record of exceptional ROI on implemented strategies and campaigns.

**Key Sector Experience Includes:** Apparel & Footwear, Hospitality and Construction.

**Business Partner Competencies:** Contract Negotiation and Management, Supplier Liaison, Operations Management, Business Development, Brand Management, Sector Analysis.

**Marketing Competencies:** Multi-Channel Strategy, Marketing Communications, SEO Strategy, PPC Strategy, Mobile Strategy, Social Media, Google Analytics, Email Marketing, and Display Retargeting Strategy.

**Technical Competencies:** Adobe Photoshop, Corel Draw, Macromedia Studio MX Suite, Microsoft Office Suite, Web Design, Web Development, Database Management.

## EXPERIENCE

### Marketing Manager

February 2010 – Present

Country House Outdoor

- Responsible for all Marketing Activity and Channel Development. Management of both the Customer Services and Operations Functions, in addition to shaping Internal and External Policy.
- **Operations Functions Deployed:** Inventory Management, Stock Control System, Dispatch System and Back Office Suite.
- **Marketing Functions:** Above and Below the Line Promotion, Social Media Campaigns, SEO Strategy, PPC Strategy, Email Marketing, Channel Marketing, In-Store Promotion, Media Buying, Packaging Design, Website Merchandising and Feature development.
- Also Responsible for analysing and deploying Channel Development which have included; Amazon.co.uk, Amazon.de, Amazon.fr, Amazon.it, Amazon.es, eBay.co.uk and Play.com

### Director

April 2003 – Present

Merrett Commercial

- Responsible for Project Execution, Business Development, Client Liaison and Portfolio Management, managing a number of key accounts, overseeing projects from conception to completion.
- Marketing Clients have included BBC, Glasgow Rangers, Bellerbys, Lancaster University, Jamie Reed MP, McKeever Hotels, Senator Homes, Persimmon Homes, Francis Dunnery, NE Copeland Regeneration, Communicaid and Golden Palace Casino.
- Although originally concentrating solely on Business and Marketing Solutions, we decided to establish a small portfolio of properties, this led to a series of development projects. Where I doubled as project manager for the development, working closely with Employees, Sub-Contractors, Architects, Planning and Building Control as well as securing long term lets for the properties with National companies.

## EXPERIENCE CONT.

### Design & Development Consultant

May 2002 – June 2003

LA Serve

- Early employee in a busy fledgling firm as a consultant on a wide range of projects.
- I was solely responsible for setting and laying out the Lancaster District Chamber of Commerce Magazine (Business Matters).
- In my short time here I was given responsibility of clients from start-ups to multi nationals.
- Focused on Website Design and Development, including CMS and Web Application Development.

## EDUCATION

### Real Estate & Property Management

2007 - 2009

PG Dip - The University of Salford

### Graphic Communications Management

2000 - 2004

BA Hons - The Nottingham Trent University

### St. Bees School (A-LEVEL)

1998 - 2000

Business (A), Photography (A), IT (C) & General Studies (C)

### St. Bees School (GCSE)

1993 - 1998

9 GCSEs A-C (including Maths and English)

## INTERESTS

I always make time to read but also have a keen interest in Travel / Architecture, Local Current Affairs, Folk Art, and Local History.

## REFEREES

### Personal Referee

Stephen Wilson (Electrical Engineer)

4 Jubilee Gardens, Bigrigg, Egremont, Cumbria, CA22 2RA (01946 813 142)

### Professional Referee

Margaret Woodburn (Town Clerk)

23 High Lea, Egremont, Cumbria, CA22 2BU (01946 820 254)