



CONTACT:

Mob: xxxxxxxxxxxx

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linkedin.com/in/xxxxxxxxxxxxxxxx-mcim

SKILLS:

- Shaping strategy and direction
- Driving innovation & change
- Transformational leadership
- Brand positioning & management
- Budget ownership £10M+
- Stakeholder management
- Coaching, developing & mentoring
- Setting and communicating objectives
- Building strategic relationships
- Employee engagement
- Creative problem solving

HONOURS & AWARDS:

- The Drum Marketing Awards - Judge 2020
- IRG 'top 100' CMOs growth program 2020
- CMO Club 'Rising Star' Award 2019
- EE top performer 2015 -2016
- EE Chiefs award nominee
- Finalist 2017 Conference Awards

QUALIFICATIONS

- Masters – Marketing (CIM)
- FPC: FPC1 & FPC 2
- CIPD: Part qualified

CHARITY

- Charity football match organiser for UNICEF & xxxxxxxx Aid (Wembley/EE)
- Safer Internet Day 2019 & 2020
- CMO Club Cares European summit

A BIT ABOUT ME:

A dynamic and passionate proven leader with over 18 years experience gained across digital strategy, marketing, business transformation, sales and operations. I'm a senior marketer with an in-depth and up-to-date understanding of both consumer and B2B markets. I harness technology, innovation and talent for success and come with International experience gained across technology, telecoms, finance and event sectors. I bring a positive attitude and consistently deliver strong results.

My leadership style is focused, inspiring and motivational in both virtual and physical team environments. Being supportive enables both experienced teams to flourish and inexperienced teams learn. I'm passionate about delivering personal and business objectives, and keeping teams motivated through coaching, development and recognition. I'm passionate about social purpose, women in tech, culture and diversity, community and wellness.



Chief Marketing Officer

11/18 – present

Tech: I'm the CMO at Yoti, a purpose-driven UK HQ tech company on a mission to be the world's trusted identity provider. Our free consumer app lets people everywhere take control to prove their age, verify people they meet online, prove their identity to businesses, log in to websites without passwords, and much more. We are helping people, companies and governments tackle risks on a range of fronts. We're proudly one of the UK's founding B Corps and are driven by our 7 principles in everything we do.

Key responsibilities:

- Member of the Senior Management Team, reporting directly to the CEO
- Define and deliver global marketing strategy
- Build, develop and lead a large dynamic team
- Drive both xxx and B2B acquisition
- Own the company positioning and PR
- Own the brand vision & development
- Own agency and partnership relations

Key achievements:

- App 'Cost Per Install' reduced by 95% (2019)
- App downloads increased from 1m to 7m (2019-2020)
- Re-platformed and re-launched the web estate (2019)
- Added 3 new top performing digital channels (2019)
- Winner of the CMO Club Rising Star Award (2019)
- Highly Commended @The Drum Social Purpose Awards (2019)
- IRG (Institute for Real Growth) Top 100 CMOs (2020)



Interim Chief Marketing Officer

11/17 – 10/18

MAKING TECH WORK

Agency: Cohaesus are a creative digital agency. Previously they were a white label tech delivery service to larger creative agencies. I was their Interim CMO 2017-2018 tasked with defining their direct-to-market strategy and recruiting a team to deliver it. They now have clients such as Toyota, The World Wildlife Fund (WWF), the Rail Delivery Group, The Home Office and more.



Chief Marketing Officer
Global Marketing Director
Marketing Director

Marketing, Content & Data
Marketing, Content & Data
Marketing

06/17 – 11/17
12/16 – 06/17
09/16 – 12/16

B2B: GDS Group is a global events, research and technology services company dedicated to helping senior executives of global xxx and B2B organisations implement digital transformation in a fast-moving, disruptive business environment. As a member of the senior leadership team I reported directly to the Founder and ran the Marketing, Content and Data functions globally with a team of 17 and 4 direct reports.

Key responsibilities:

- Define & deliver the global marketing strategy
- Leadership of the Marketing team
- Company positioning & PR
- CRM & Data
- B2B lead generation

Key achievements:

- Complete rebrand of digital estate & parent brand
- 140% of revenue target achieved H1 2017
- Incubation manager for GDS EPIC (launched 2017)
- Email automation SFDC/Pardot +8% click through
- 500K data record cleanse, 56k removal from CRM

Some of the brands we worked with:





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MY EXPERIENCE CONTINUED:



Senior Marketing Manager
Senior Marketing Manager
Senior Marketing Manager

BT Business & Public Sector
Corporate Channel
In-Life

04/16 – 09/16
05/14 – 04/16
06/11– 05/14

Telecoms: EE/BT is the largest and most advanced digital communications company in Britain, delivering mobile and fixed services to consumers, businesses, government and the wholesale market. As Senior Marketing Manager I owned and implemented key programs within the Business segment. Initially brought in as part of the team tasked with launching EE and ensuring a seamless switch from Orange/T Mobile to EE.

Key responsibilities:

- CXO engagement program
- Strategic sales - Marketing lead
- Lead generation
- Corporate hospitality and sponsorship
- Create and deliver content & event strategy
- Identify innovation & thought leadership opportunities

Key achievements:

- Double digit growth YOY revenue
- 2-day launch event creating £4.5m in new revenue
- Women-in-Business group founder
- Chief's Award 2015 - top performer trip to Abu Dhabi
- Created newsletter – 8k to 46k subscriber growth



Marketing Manager
Marketing Manager
Marketing Consultant
Communications Consultant
Contact Centre Manager

National Partnerships
Bright Grey
Key Accounts
Bright Grey
Bright Grey (Launch)

09/08– 06/11
07/06– 08/08
01/06– 06/06
06/05– 12/05
05/02– 05/05

Financial Services: I joined the Royal London Group 10 months before we launched Bright Grey (March 2003) as Customer Care Manager. After a successful launch and a fully functioning operations and admin function I moved into the marketing team and was promoted 3 further times up to Marketing Manager for National Partnerships for both the Bright Grey and Scottish Provident brands across the Glasgow and Edinburgh offices.

Key responsibilities:

- Create and deliver the National Partnership marketing strategy
- Develop and execute partner launch plans
- Preparing tenders for new opportunities
- Digital and print including full agency management
- Budgeting and ROI analysis
- Multiple brand management and strategy

Key achievements:

- Launched the reseller intranet
- Seconded to Scottish Provident (post purchase) to run the marketing teams
- Internal branding of 400 capacity head office saving £200K by sourcing alternative suppliers
- Set up all processes and procedures pre-launch for customer care department



Team Manager

Telewest Brand

09/99 – 05/02

Telecoms: I joined Telewest as a Team Manager in the customer service office prior to Virgin buying the company over. I managed a team of 15 staff; performance management, training, coaching, development, objective setting, appraisals and PDPs. I developed creative initiatives, led projects and implemented procedures aimed at continuous development of staff, processes and ultimately service. I also led a project to bring in psychometric testing as part of the recruitment process.



Client Communications Exec

Standard Life Investments

02/99 – 09/99

Finance: Research design and creation of investments presentations for Corporate clients. Design and content for promotional collateral and sales support materials. Competitor research and analysis. Meeting tight deadlines and project management were imperative in this role.



Telesales Manager

Scottish Gas Home Security

08/98– 01/99

Utilities: Pilot for Scottish Gas with 5* customers looking to upsell home security systems. Set up and managed a telesales team pilot for 5 months – ?temp position



Team Manager
Customer Service Advisor

Sky TV
Sky TV

06/97– 08/99
05/96– 05/97

Media: I started as a Customer Service Advisor and was promoted after a year to Team Manager. Day to day team management of 14 customer service staff including performance management, training, coaching and development, succession planning, appraisals, quarterly reviews and personal development plans.

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REFERENCES AVAILABLE ON REQUEST

TEL: