

Patricia Lambert

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Creative Marketing Leader | Digital Strategy | Brand Growth

Digital marketing and strategy lead with 10+ years' experience driving growth, improving performance, and building scalable marketing systems across biotech, medtech, and technology sectors. Specialises in optimising customer journeys, aligning strategy with execution, and bringing structure to complex marketing environments.

Track record of delivering measurable impact, including +45% audience growth, 5x webinar engagement, and high-performing lead generation pipelines. Seeking roles focused on marketing strategy, performance improvement, and scalable growth. Particularly effective in environments where marketing requires greater structure, clarity, and scalability

Key Skills

- Digital strategy & lead generation
 - Go-to market & product launches
 - CRM & marketing automation
 - Content & customer journey strategy
 - Social media & employee advocacy
 - Brand, communications & rebrand
 - Stakeholder engagement & training
 - Website optimisation & UX
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Professional Experience

HEAD OF MARKETING

Oct 2025 – Apr 2026

DUKES EDUCATION | Private education group | Cambridge, UK

Led marketing across three brands as a team of one, delivering multi-channel activity across digital, events, and content.

- **Worked with senior stakeholders** across multiple sites to align marketing strategy and execution.
- **Managed a broad, high-volume scope** spanning both strategic planning and day-to-day delivery.
- **Introduced structured lead generation approaches** across sites, reducing reliance on traditional channels.
- Role concluded following alignment on scope and resourcing model.

DIGITAL MARKETING MANAGER

Jun 2024 – Aug 2025

SPHERE BIO | Biotech scale-up | Cambridge, UK

Led digital marketing, improving visibility and engagement across channels during a pivotal rebrand and product expansion phase.

- **Delivered full digital rebrand** rollout across website, email, and social.
- **Launched new corporate website**, increasing engagement time (20s → 52s) and generating 50+ quote requests in 3 months.

- **Built automated email nurture funnels** aligned to sales journeys, improving lead engagement and conversion.
- **Grew digital reach** through multi-channel campaigns (+45% LinkedIn growth; paid media performance above benchmarks).
- **Introduced scalable tools and processes** to support ongoing marketing effectiveness.

DIGITAL MARKETING

Apr 2021 – May 2024

NATROX® WOUND CARE | Medtech start-up | Cambridge, UK

Transformed digital presence, strengthening customer journey and creating lead gen opportunities.

- **Developed corporate website**, leading UX, content and structure with integrated lead generation, driving consistent qualified sales leads.
- **Redesigned Partner Portal** into a modern, mobile-friendly sales tool, improving global team adoption.
- **Launched first email marketing funnel**, establishing structured customer communication and lead nurturing.
- **Owned all external communications** across web, email, social, and PR, building a repeatable content engine that translated clinical materials into high-volume, multi-channel campaigns.
- **Implemented core digital processes** (analytics, content, automation), creating a scalable foundation for growth.

PARTNER MARKETING MANAGER

Aug 2012 – July 2019

CLEAR-COM | Industry-leading professional audio brand | Cambridge, UK; Alameda, California

Led global partner marketing for 1,100 partners across international markets.

- **Managed global partner engagement programme**, delivering digital tools and campaigns that increased partner adoption and sales support.
- **Tripled open rates to 60%** by replacing a legacy newsletter with a dynamic RSS-driven content feed, improving relevance and timeliness.
- **Launched partner content platform**, reducing reliance on sales support.
- **Increased webinar attendance 5X** through improved positioning and delivery.
- **Acted as key liaison between partners and HQ**, improving alignment and execution globally.

Education

MSc, Marketing Anglia Ruskin University,
Cambridge, UK | *Distinction, 2020*

BA Literature, University of California,
Santa Cruz, USA | *Summa Cum Laude, 2005*

Additional

- **Tools:** Salesforce, Pardot, Mailchimp, WordPress, Hotjar
- **Languages:** English (native), Italian and Spanish (working proficiency)
- **WSET Level 2** (Distinction)