

Creative Marketer

Energising marketing leader with strong experience building successful partner marketing programmes

Passionate marketer respected for upbeat, positive style that brings brands to life using integrated marketing campaigns. An emotionally intelligent creative talent with strong communication and relationship-building skills. Known for resourcefulness and ability to revive unused digital assets to achieve objectives. Possesses strong international acumen having worked in the USA and UK.

Areas of expertise include...

- Strategic Marketing Initiatives
 - Public Relations
 - Copywriting
 - Advertising & Product Promotions
 - Event Management
 - LEAN / Kanban
 - Channel Partner Relationships
 - Social Media Marketing
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Professional Experience

MARKETING ASSISTANT

May 2020 – Present

[THE MIXOLOGY COLLECTION](#), Cambridge, UK

Internship during Marketing Masters; asked to continue part-time due to strong capability.

- Sole marketing employee for husband-wife start-up importing unique spirits and mixers to the UK. Primary role is to raise awareness and support lead generation during Covid pandemic.
- Supported launch of new B2C e-commerce brand: www.yourdrinkbox.com
- Manage email campaigns using MailChimp to support conversion goals and lead nurturing.
- Execute PR outreach with the goal of earning press coverage to increase awareness, establish credibility and generate sales.
- Perform market research, website and social analytics to develop actionable marketing strategies.

PARTNER MARKETING MANAGER

Aug 2012 – July 2019

[CLEAR-COM](#), Cambridge, UK/Alameda, California

Promoted in 2016; entrusted to create channel marketing programme for 1,100 global partners.

- Implemented marketing and communications best practices to empower distribution partners to achieve annual sales goals. Managed Clear-Com partner engagement digital strategy, identifying and creating effective ways to bolster engagement.
- Tripled open rates to 60% creating timely, relevant content delivered in new, automated RSS newsfeed instead of legacy e-newsletter.
- Conceptualised and launched new partner blog with positive reviews: www.myclearcom.com.

- Revamped unused partner portal resulting in strong partner engagement and reduced call volume to inside sales department.
- Achieved 5X increase in quarterly webinar attendees through more engaging content and enhanced presentation style.
- Spearheaded planning, organisation, and execution of global three-day partner summits.

MARKETING CONSULTANT

Nov 2010 – Aug 2012

IWANTPATRICIA.COM

Transformed reputations of small family businesses serving as a marketing agency of one.

- Broke through crowded small business segments designing marketing messaging, SEO strategy, creating websites, and managing social media presence.
- Established digital presence for established B2C service company lacking marketing, generating two new business inquiries weekly without online advertising: www.TonyAddy.com
- Built mobile and social presence for new therapist, managing development of website—from URL concept, design and copy, plus creating offline promotional materials: www.TalkToKaren.com
- Achieved substantial increase in event attendance for grassroots community cycling group, designing web and social media assets including SEO to grow event from 1 to 797 guests.
- Increased demand for San Francisco art gallery by re-launching website and other brand assets.

PUBLIC RELATIONS & MARKETING COORDINATOR

July 2006 – June 2010

GLACIER BAY, INC., Union City, California

Promoted from Office Manager to PR Coordinator because of demonstrated marketing skills.

- Strengthened company reputation through proactive integrated PR and marketing campaigns.
- Managed first company distributor conference and oversaw 10 successful tradeshow annually.
- Commended for PR contributions which helped secure investor funding from industry coverage.
- Increased sales efficiency by partnering with national sales team to create distributor print and digital campaigns.

Education

MSc Marketing, 2020

Anglia Ruskin University, Cambridge UK
Graduated with distinction

Bachelor of Arts in Literature, 2005

University of California, Santa Cruz
*Graduated Summa Cum Laude;
Highest Honors in Major and College Honors*

Achievements

- **Google Analytics:** Individual Certification
- **Technical Proficiency:** Salesforce, Pardot, Go-to-Webinar, Constant Contact, Mailchimp, Adobe Acrobat, Photoshop, Strikingly, WordPress, Shopify
- **Level 2 WSET Certification: Wine & Spirits,** *Passed with distinction*
- **Languages:** English (native speaker), Italian (fluent), Spanish (strong comprehension)