

Finance Digital Marketing Manager Dip DigM, CIM DipM

PERSONAL PROFILE

A conscientious, results-driven Senior Digital Marketing professional with over 20 years' experience in the Financial Services and SaaS industries. Proven track record in improving digital performance through all stages of the customer journey. Enjoys identifying stakeholder needs and delivering practical short and long-term strategies grounded in insight and data. Recently qualified CIM Level 7 Marketing Leadership Programme.

KEY SKILLS

- Digital Strategy Development
- Digital Marketing Effectiveness
- Digital Content Management
- Sales Planning & Forecasting
- Budget Management & Forecasting
- Agency & Supplier Relationship Management
- Project Management
- People Management
- Analytics and Data Analysis

PROFESSIONAL EXPERIENCE

DEPUTY HEAD of MARKETING **Friendly Mutual Society** **Jan 2023 – Feb 2024**

Responsible for strategy development, to deliver the Society's business growth objectives, including setting the marketing plan, budget and strategic direction across all digital channels, taking the full customer journey into consideration, to build brand awareness and optimise conversion resulting in increased sales and revenue. Line management and development of digital marketing team.

- Developed effective growth strategy grounded in insight and data to ensure the continued success of the digital channel – achieving in 2023 the highest year in the Society's history in terms of digital sales volume and 2nd highest year in terms of value driven.
- Identified opportunity to develop top of funnel activity through the implementation of a Lead Generation and Nurturing programme, resulting in an initial 300% increase in Leads generated and 50% improvement in lead to application conversion.
- Introduced an email re-engagement programme, using marketing automation, to address the declining volume of active email contacts held in database.
- Liaised with data marketing agency, in-house IT and Actuarial functions to review and improve internal reporting capability, resulting in a suite of digital channel performance reports.
- Secured board approval for a significant investment in a new digital agency partnership to support the Society's growth objectives. Owned and managed agency relationship.

DIGITAL MARKETING MANAGER **Friendly Mutual Society** **Feb 2015 – Dec 2023**

Responsible for the creation of a digital marketing team to support the delivery of the Society's business development to achieve the Society's business objectives including setting the marketing plan and strategic direction across all digital channels, across the full customer journey, to drive sales, increase value, capture leads and maintain the sales pipeline.

- Built the digital channel from the ground up into one of 5 key acquisition channels which now accounts for 53% of business.

PROFESSIONAL QUALIFICATIONS

- 2024 CIM Marketing Leadership Programme (Distinction), DipM
- 2011 IDM Diploma in Digital Marketing (Credit), Dip DigM
- 2008 CIM Professional Certificate in Marketing
- 2006 ILM Level 2 Certificate in Team Leadership

COURSES ATTENDED

- 2013 Digital Project Management (IDM)
- 2012 Advanced Finance PR and Marketing Social Media Masterclass (Social Media Academy)
- 2011 Online Advertising Seminar (CAP Services)
- 2009 Search Engine Marketing: SEO & PPC Integration (IDM)

ACADEMIC QUALIFICATIONS

Higher Education, Northern Ireland

- 1993 – 1995 LCCI European Executive Assistant's Certificate (French/German) 6 Distinctions

School, Northern Ireland

- 1985 – 1992 2 A Levels and 10 GCSEs (including English and Maths) Grades A - C