

## OVERVIEW

**Sixteen years leading teams in marketing, digital and charity, specialising in digital marketing and change management. Extensive experience managing complex marketing campaigns, evolving strategy, and developing technical ecosystems.**

## HIGHLIGHT ACHIEVEMENTS

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- Recruiting and leading three digital marketing experts for Alzheimer's Society, championing a culture of continual development across marketing activity and embedding a highly functioning team, now essential in the delivery of the charity's engagement activity.
- Successful delivery of the Data Driven CRM project for The Royal British Legion, integrating FastStats and PeopleStage with ESP DotDigital - changing the way communication teams speak to supporters. Culminating with the creation of hyper-personalised communications reaching customers at the right time through email, SMS, social, web & post.
- Digital lead on innovation sprint for live streaming and esports Fundraising, conducting expert interviews, procuring technical partners, coordinating development roadmap for integration into TRBL ecosystem and creation of advanced automated supporter journey.

## ATTRIBUTES

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- Focused on organisation, time, and resource management - adhering to strict deadlines and budgets
- Qualified APMG Agile Project Management Practitioner (also experienced in Lean, Scrum and various sequential pm)
- Full Marketing Mix:
  - Digital content marketing specialist – social, website, video and email marketing
  - Deep experience with search engine marketing (SEO and CPC)
  - Advanced analytics (Google, Adobe, Hotjar, Semrush), KPI development and tracking
  - Strong community experience (Social Media, Affiliate, Influencer and onsite management)
  - Brand & product marketing utilising content and partnerships to drive meaningful engagements
- Digital Skills:
  - Digital strategy specialist, creating and delivering expansive change programs across all areas of digital
  - Conversion rate optimisation, UX & customer journey analysis and optimisation
  - Advanced database management (CRM, audience segmentation & Data/Insight Analysis)
  - CMS development and operation – experienced with WordPress, Magento, Joomla, Shopify, etc
  - Web design & programming – proficient in HTML, CSS, PHP and SQL
- Leadership skills:
  - Stakeholder management, motivating colleagues and developing teams
  - Strategy implementation, change management and digital transformation
  - Risk management, governance control and concise reporting
  - Critical thinking and decision making
- Up to date regulatory knowledge across digital, charity, fundraising and retail landscapes
- Specialist IT Skills: Skilled across MS Office (inc. Projects and Visio), Skilled with Collaboration & Project suites (Asana, Teams, Jira, Zoho, Trello), Adept at Adobe Creative Suite - Dreamweaver/Photoshop/Premiere

## CAREER DETAIL

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### Career Break

Recently returned from backpacking in Asia, after over a decade of dreaming. Jan '24 – Apr '24

### Alzheimer's Society

Senior Digital Engagement Manager

July '22 – Nov '23

*Creating and refinement of new centralised digital team, delivery of CRM readiness project and ESP development.*  
Recruitment and onboarding of professional team of digital marketing specialists, substantial risk reduction in CRM and email marketing platforms, implementation of advanced testing strategy and robust automation delivery across all core fundraising disciplines. Delivering substantial savings and leveraging increased revenue from supporters.

### The Royal British Legion (3 Roles ~7 Years)

Senior Digital Fundraising Manager

July '18 – June '22

*Creating a centralised digital fundraising function, oversight of the full breadth of digital fundraising activity.*  
Delivery of Digital Fundraising Transformation Strategy to leadership team, delivery of broad digital review with a deep dive into systems & technology, people & culture and core processes. Also, digital marketing in the delivery of the 7-digit income for TRBL across a portfolio of fundraising products/brands, chiefly in paid search and email marketing.

Communications & Planning Manager

July '19 – January '20

*Secondment to deliver another key fundraising project, developing and introducing CRM tools and processes.*  
Successful interim management of the Planning and Innovation team. Delivery of a new targeted communications project, ensuring supporters remain at the fore of all communication activity, successful stakeholder management across the organisation & expert delivery of agile project management creating and fine-combing a requirement backlog to ensure timely delivery of project phases, whilst leading the team responsible full warm marketing activity.

Retail Ecommerce & Marketing Manager

Sep '15 – July '18

*Driving growth to vital digital channels for the UK's leading armed forces charity.*  
Launched Amazon presence (6 figure income, up 90% YoY), delivered various national full mix marketing campaigns covering press/out of home and digital channels, introduced continual development best practice and CRO, recruited and managed in-house ecommerce & marketing experts, procurement / management of digital marketing agencies.

**Sarah Chapman Ltd**

Ecommerce & Digital Marketing Manager

Sep '14 – Sep '15

**Various (Contract)**

Ecommerce Marketing & Coaching

May '11 – Sep '14

**The Basildon Academies**

Lead Cover Supervisor

Sep '12 – Sep '14

**My Wardrobe**

CRM Manager

Dec '11 – Nov '12

**LB Trading Limited**

Ecommerce Manager

May '11 – Dec '11

**White Stores**

IT & Digital Manager

Jul '07 – Apr '11

## EDUCATION

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*Open University - Open Degree (Cert. Higher Education):*

B207 Shaping Business Opportunities (Distinction) | DB123 Finance (Dist.) | B120 Business (Dist.) | S104 Sciences (Pass)

*Beauchamps School & Sixth Form, Wickford:*

ICT OCR National (Distinction) | Eight GCSE's (A/B Grades)

## PORTFOLIO

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For a summary of some of my work, please visit <http://www.scowo.co.uk/portfolio/>