

Curriculum Vitae		
Strengths & Skills	Key Strengths	Key Skills
	<p style="text-align: center;">Creative Pragmatic Conscientious Enthusiastic Positive Innovative</p>	<p style="text-align: center;">Project management Communication and Presentation skills IT proficiency (see IT qualifications) Interpersonal skills Marketing skills – E-Marketing, RM, PR, DM Team management</p>
Work Experience	<p>November 2005 – Present, Reed Elsevier, Oxford/Amsterdam Marketing Communications Manager Market a portfolio of energy journals/magazines and online portals - \$95 million revenue This involves delivering the following from strategy through to execution:</p> <ul style="list-style-type: none"> ○ Marketing planning – budget forecasting, control and measurement ○ Marketing communications – e-marketing, relationship marketing, direct marketing, and public relations ○ Marketing research ○ New business development <p>People management</p> <ul style="list-style-type: none"> ○ One direct report <p>Project management responsibilities include: (marketing perspective)</p> <ul style="list-style-type: none"> ○ Introduction/rollout of viable online techniques such as Web 2.0 initiatives ○ Identifying, acquiring and retaining society business ○ Developing and internally communicating marketing 'best practice' documentation ○ Assisting with the creation of the new marketing organisation ○ Conducting regular product workshops <p>Key Achievements:</p> <ul style="list-style-type: none"> ○ Successfully educated colleagues and integrated SEO techniques into group marketing communications ○ Invited, and accepted a global internal communications role ○ Continue to drive journal usage statistics across product portfolio at unprecedented rates ○ Integral role in the successful recruitment and structure of new marketing organisation ○ Launched new greenhouse gases journal, surpassing anticipated 1st year subscriptions by 80% <p>February 2004 - November 2005, Reed Elsevier, Oxford Marketing Coordinator Responsible for the global marketing of the material science book programme-\$10million revenue. This entails delivering the following from strategy through to execution:</p> <ul style="list-style-type: none"> ○ Marketing planning – budget/control/measurement ○ Marketing communications – direct marketing/ e-marketing/ public relations ○ Market research and activity analysis <p>Market a portfolio of interdisciplinary engineering journals and trade magazines -\$60million revenue (techniques utilised, similar as above)</p> <p>Project management responsibilities include: (marketing perspective)</p> <ul style="list-style-type: none"> ○ Major special projects and e-initiatives ○ Society journal launches ○ USA student ambassador marketing initiative <p>Key Achievements</p> <ul style="list-style-type: none"> ○ Exceeded 2004 book sales target by 47% ○ Launched new biomaterials journal in the US surpassing anticipated 1st year subscriptions by 80% <p>January 2003 – February 2004, Reed Elsevier, Oxford Marketing Assistant</p> <ul style="list-style-type: none"> ○ Design, distribution and monitoring of e-marketing campaigns 	

- Development of e-zines, and e-newsletters
- Research, devise and implement individual book marketing plans

Key Achievements

- Successfully headed up technical aspect of ElsevierEngineering book/journal e-distribution initiative
- Managed and developed the ElsevierEngineering portfolio of mini portals

June 2002 – December 2003, NSPCC (Summer Placement), Oxford

Project Coordinator

- Lending theoretical and practical advice to child care practitioners on local marketing and promotion initiatives
- Organised a range of events including seminars, exhibitions, conferences and charity events

Key Achievements

- Increased individual course enrolment average from 45% to 80%

September 2000 – June 2001, Bass (Industrial placement), Oxford

Assistant Manager

- Idea Generation, design and dissemination of local direct marketing campaigns
- Personnel management
- Purchasing, forecasting and control of stock quantity/volume

Key Achievements

- Reduced employee turnover
- Continually achieved sales targets

Summer 2000, ONCommunications, Shell Step Project, Oxon

Marketing Project Executive

Project Objective - Devise an appropriate marketing strategy to attract new business for ONCommunications, a scientific television production company.

Key Achievements

- Identified, formulated, implemented and controlled an aggressive DM strategy resulting in new revenue generation

Education	Time Period	Academic Institution	Course	Qualification
	2005 - present	University of Oxford/Business School	CIM Diploma	
	1998-2002	UCE Birmingham	BA Hons Marketing Degree (Sandwich Course)	2.1
	1995-1997	Oxford College of F.E	A-Level	Media(B), English(C), Geography(C)
	1990-1995	Matthew Arnold School (Oxford)	GCSE	5 B's, 5c's
	IT Qualifications I am computer literate in a number of software packages and have attended and completed courses in Coral, Powerpoint, Adobe Acrobat writer/distiller, Word, FrontPage, Excel, Visio, MS Project, Access, Dreamweaver, Paintshop Pro, Quark, Illustrator, Photoshop, Flash, and Fireworks			
Hobbies & Interests	<i>Driving:</i> Full clean British driving license/CBT motorcycle license <i>Sport:</i> Sport in general (particularly surfing and football) – Oxford United supporter! <i>Music:</i> Play drums and guitar for pleasure. Also have a wide diverse musical knowledge. <i>Reading:</i> Modern day fiction <i>Current Affairs:</i> Marketing/business issues <i>Languages:</i> Spanish			
Referees	Available on request			