

CATHERINE TREVOR

MARKETING SPECIALIST

PROFILE

B2B marketing professional in a technical environment, with a focus on content curation. A proven track record of increasing followers and improving engagement rates on LinkedIn through organic and sponsored content.

Proven background in cross-functional work spanning countries and cultures, I am a skilled communicator for internal and external stakeholders alike.

I value the importance of data analysis as a key tool to decision-making.

CONTACT

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+46 72-707 2331

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catfinlayson@icloud.com

I.T. / DIGITAL KNOWLEDGE

Microsoft Word, Excel,
Powerpoint, Sharepoint
SAP
MS Dynamics
WordPress
Coschedule
LinkedIn (inc. Campaign
Manager)
Twitter
Facebook
Landing page creation sites
Project Management tools
Google Analytics

LANGUAGES

English (native)
Swedish (learning)
French (basic)
German (basic)

WORK EXPERIENCE

FLEXLINK AB, MARKETING SPECIALIST, SWEDEN

March 2019 – Present

Successfully transitioned to the global marketing team from the UK sales unit, bringing a sense of clarity and direction. My responsibilities include creation and execution of the content marketing plan using Coschedule and WordPress; LinkedIn management, including campaigns, organic and sponsored posts. Analysis of previous posts and those of our competitors to ensure we build value for our customers through our online channels, where they need it. At present this includes reviewing our target personas and customer journey.

In addition to writing posts for social media, creation of brochure copy, sales and marketing emails, case study creation, and technical documentation, I am also the contact point for our external content agencies (video, blog articles, press releases, newspaper content).

FlexLink is a technically focused business, working with engineers and technicians, making it essential to communicate content of value to our target segments. The company is part of the Coesia group, with whom I work with on select key projects, so have regular exposure to the working environment of our parent company.

I am articulate, and proficient in raising queries and giving clarity and clear expectations with stakeholders of many levels. This is of importance when writing briefs for content marketing copy.

FLEXLINK SYSTEMS, MARKETING MANAGER, UK

December 2012 - Present

Event management, lead generation, sales support, training, budget management, marketing plan creation and execution.

Successful implementation of a marketing budget management process. I worked closely with the head of Finance and MD to ensure clarity in the planned spend for the year, management throughout the year, and analysis and follow up at year end. This ensured decisions were made based on data and results.

RBUK, MARKETING MANAGER, UK

October 2011 – December 2012

Creation, planning, execution and follow up of the company's marketing plan. Successfully managed the tender process and onboarding of the digital agency for the redesign of the company's website.

Positive mentor and management of the marketing assistant, supporting her in her first role after university graduation.

CAMBRIDGE INTERNATIONAL EXAMINATIONS, MARKETING MANAGER, UK, TEMPORARY CONTRACT

August – October 2011

LANTEC, MARKETING MANAGER, UK

December 2010 – August 2011

HOME & CAPITAL, MARKETING MANAGER, UK

May 2008 – November 2010

EDUCATION

DIGITAL MARKETING INSTITUTE,
PROFESSIONAL DIPLOMA IN
SOCIAL MEDIA MARKETING,
2017

Grades: Pass

CHARTERED INSTITUTE OF
MARKETING, PROFESSIONAL
CERTIFICATE IN MARKETING,
2006 - 2008

Grades: A, B, C, C

LONG ROAD SIXTH FORM
COLLEGE, CAMBRIDGE, UK,
2001 - 2003

Grades: A-levels in English,
Economics and French

BASSINGBOURN VILLAGE
COLLEGE, CAMBRIDGE, UK,
1996 - 2001

Grades: 11 GCSE's including
English, Maths, German and
French

HOBBIES

Exploring Sweden with my
family; Reading; Cycling; player
for Gothenburg Netball club

REFERENCES

Pernilla Liljeblad, Content
Specialist, CANEA, Gothenburg
pernilla.liljeblad@gmail.com

Andrew Higginbottom, Project
Manager, VWFS, UK
an.higg@gmail.com

KEY SKILLS & ATTRIBUTES

INTERPERSONAL COMMUNICATION: lead meetings and ensure clarity on expectations amongst stakeholders on marketing projects and activities, including product launch plans throughout 2019 and 2020.

DECISION-MAKING: took leadership and executed the introduction of an existing product to a new market, which was deemed time sensitive. Campaign launched summer 2020. Results expected winter 2020.

PLANNING AND EXECUTION: responsible for creating the current social media plan, using Coschedule, ensuring relevant content, based on data and customer research.

ORGANISATION: I am the company's touch point for the recently appointed marketing agency, ensuring projects are on time, on budget and all information between stakeholders is available. This has proven a successful step for both parties.

ARTICULATE: as a key member of the project team for the initial CRM implementation for FlexLink in 2013 (MS Dynamics), I was asked to join the parent company project team in 2019. The system is being updated and introduced to other companies in the group. This is the sales, service and marketing tool, including ClickDimensions.

I am responsible for onboarding new colleagues into the existing system, in the UK and some colleagues globally, and involved in training the new project team, as I am the most experienced user in the group. My ability to communicate clearly, giving direct instruction and guidance, means I am frequently asked to support and train colleagues.

WRITTEN COMMUNICATION: write briefs for the marketing agency for content production, or write pieces internally, including adaption for internal communication, social media, website or printed articles as needed. Examples below.

CALM AND METHODICAL: during March 2020, when many departments and companies found themselves under much pressure, the small marketing team was tasked with quickly and efficiently increasing communication in various forms, including social media and email. I was instrumental in the ideation, organisation and publication of many communication activities during this time.

WORK EXAMPLES

This is a combination of pieces I have both written and commissioned.

LINKEDIN

<https://www.linkedin.com/company/flexlink>

FLEXLINK BLOG

<https://blog.flexlink.com/how-to-ensure-an-efficient-bakery-production/>

<https://blog.flexlink.com/covid19-packaging-industry-impact/>

<https://blog.flexlink.com/user-focused-software-improves-factory-automation/>

<https://blog.flexlink.com/rising-to-the-challenge-of-increased-day-zero-production/>

OTHER

<https://www.nyteknik.se/sponsrad/sa-moter-de-utmaningar-i-livsmedelstillverkning-6988609>

<https://now.flexlink.com/electricalcomponents>