

EMMA MARSH

Digital Marketing Manager –
Diploma UX Design



Contact

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Skills

Sketch
Vectorworks
InVision
Balsamiq

Summary – About me

Digital Marketing Manager with over 10 years' experience working in integrated agencies, now specialising in digital marketing and managing digital builds. A special interest in UX design has led me to develop my skills by completing a diploma, along with UX design experience across current project work. I am a strategic thinker when it comes to creative and maximising campaign and website potential in a digital space.

Skill Highlights

- Project management
- Strong decision maker
- Creative strategic thinker
- Innovative
- UX design
- Level 4 interior design and architecture
- Up-selling and cross-selling

Experience

Digital Account Manager – April 2017 – Feb 2020
Bewonder*, Leeds

Clients: Aviva, L&G, Berkeley, The Crown Estate, RailPen,
Aberdeen Standard, Schroders, LendLease, LaSalle

- Implemented UX focused approach across all website builds within Bewonder*, using full site builds as an internal case study for the successful use of UX within website scope and strategy.
- Currently line managing a digital team of three including developers and an account executive.
- Lead out on all digital activity from user research including: Google Analytic research, creative briefing, site mapping, user flow diagrams, wireframing, functionality research, working closely with creative, managing the build, content and SEO population, testing, analysing and user experience improvements through heat mapping.
- Strategic digital involvement in all yearly marketing strategies to develop digital campaigns, micro-sites, games and email strategies including A/B testing – working closely with the PR and social teams.
- Solely managing a current turnover of £300,000 to date across digital campaigns including websites, micro-sites and games.
- Working closely with stakeholders to improve user experience, KPI delivery and content generation across websites.
- Liaising with designers to implement best design approach across all websites.
- Creation and implementation of process documents for testing, sign off and website go-live.

- As a subsidiary business of JLL property management, I worked alongside property asset managers and surveyors to strategically propose marketing activity for their property portfolio.
- Time tracking across all jobs to ensure quoted jobs are in profit and quoting is accurate.
- Managing work flow three months in advance with weekly updates.
- Created proposal for new developments that consisted of branding, proposition, marketing activation, customer engagement, placemaking strategies, events, digital and content strategy.

Brand Project Manager – Nov 2016 – March 2017 (5 month contract)
Emerald Publishing, Bingley

- Working in the social media and PR team, conducted a full social media audit on 20 different social media accounts covering different subject zones. Strategic development of accounts going forward.
- Creation of social media best practices handed out to all account owners to ensure all accounts are meeting proposed objectives.
- Ensure all touch points are on brand, provide engaging content and using the appropriate tone of voice.

Buyer, Stylist and Marketing – July 2016 – April 2017
House of Riley, Online retailer

- Source a range of unique products that are on trend. Create unique collections that gives HoR its USP and maximizes sales opportunities through cross selling product ranges.
- Dealing with new and current suppliers – negotiating on price and bulk purchase discounts.
- Developing a pricing strategy for all products to ensure overheads are met and a clear profit margin is achieved.
- Ongoing sales tracking, key product performers, re-ordering, introducing new stock and general stock management.
- Content management for the website – product descriptions, blog and inspirational copy, using the sites CMS ensuring it is fully SEO optimised.
- Creating back links from other established and accredited sites to improve SEO and visits to the site.
- Manage product promotion – through social media, competitions, engagement, trade shows and marketing within print publications.
- Manage marketing/advertising on and offline: Google AdWords, bloggers, social media advertising.

Account Manager – Dec 2015 – July 2016
Agency TK, Leeds

Clients: Cloud Nine, Accoya, Ideal Boilers and PWS (Kitchens)

- Strategically implementing and delivering Cloud Nine advertising creative campaigns, across many different communication platforms including print publications, PPC, email advertising and social media.
- Senior support on the Accoya integrated team, executing process within the account, managing team members on project deliverables and deadlines and pushing work load through studio and development.
- Worked on a large retained property development client. Work consisted of direct mail, brochures for the properties, leaflets for estate agents, emails, signage for the developments, newspaper advertorials, website updates and online banner advertising.

- Created and implemented mood-boards and style setters ahead of photography shoots. These helped to form how the sets were styled, props were used and the different shots/angles needed for the final publication.
- Worked closely with the photography team, art director, designer and account handlers to create press-worthy set photography for a range of homeware retail clients.

Senior Account Manager – August 2013 – December 2015

PURE Creative Marketing, Leeds

Clients: Johnsons Dry Cleaning, Mintex, Shark, Ninja, Spink & Edgar and Knightsbridge Furniture

- Transformed the agency's internal project management procedures, implementing the use of scheduling, billing and client management documentation to underpin client and studio activity.
- Implemented yearly strategic marketing account plans to grow client spend.
- On the back of these account plans, I created sustainable revenue streams that justified hiring in-house teams, increasing agency revenue by 110k per annum.
- Delivered and managed fully integrated campaigns for all clients, covering social media, PR, advertising, TV, web, video and DM.
- Worked on a portfolio of property clients with a mixture of buy-to-rent and buy-to-sell customers. Projects consisted of: Website and Micro-site design and development, photography, brochures for estate agents and open days, email campaigns, Rightmove listings and advertising, PR and advertorial in local papers, experiential event in partnership with a radio station and opening weekends.
- Led pitch activity and managed new business proposals. This involved coordinating team members input, signing off final pitch creative and reviewing all proposal documentation.
- Worked closely with clients on customer profiling and developed mood-boards and photography style setters that would appeal to the target demographic. Organised and helped with set builds, prop buying, set styling and worked closely with the photographer to re-style the set if needed.
- Successfully grew my portfolio of accounts from a turnover of £450k to £875k within two years.

Previous Agency Career:

Account Manager, Advertising Principles, Dec 2012 to Jul 2013

Clients include Simply Be, Fifty Plus, Superbreak and Freemans.

Account Manager & Biz Development, The Sharp Agency, Mar 2011 - Dec 2012

Clients include Best Western, Gola, NUS and Duck Tape.

Project Coordinator, As Brave As You, Sep 2009 - Feb 2011

Clients included The Royal Television Society, The Hospital Club, Citu, Marketing Leeds, Yorkshire Forward and Screen England.

Education:

2018: University of Hertfordshire – Interior Architecture and Design – Level 4

2004-2008- University of Huddersfield - BA(Hons) Advertising, Media and Design Management, 2.2

2002-2004- A Levels- Heckmondwike Grammar.

Design Technology- C

Psychology- D

P.E- D

1997-2002- GCSE's- Castle Hall School.

10 GCSE's grades A-C including English and Maths

Full British Driving License held.

References available upon request.