

Bailey Kursar – CV

phone: 07843 320123
email: bkursar@gmail.com

I'm a tech-savvy marketer and a marketing-savvy web developer with six years of experience working in high growth Fintech startups. I recently won a Santander Open Banking hackathon with a product designed to help people overcome their anxiety around checking their bank balance.

The story so far (in reverse order)...

Self-employed

*Marketing Consultant and
Workshop Facilitator*

Over the last year I've built up a number of clients as a freelance marketer and workshop facilitator, working most notably with Zopa and as an Entrepreneur in Residence with the Ignite Accelerator.

QMetric

Software Engineer, Aug 17 – Nov 17

Working on the UI team, I learned test-drive development of reliable web apps using **Node, React and RxJS**.

Makers Academy

Learning to code, Mar 17 – Jul 17

Over 16 weeks I learned **Ruby and Javascript** in a TDD-focused environment, pair programming every day.

Monzo

Marketing, Apr 16 – Jan 17

I took an amazing opportunity to work at startup bank Monzo, leading their marketing team for nine months. **I led their name change project**, seeing over 11,000 crowdsourced suggestions as part of the campaign.

MarketInvoice

Marketing, Dec 13 – Apr 16

I led the marketing department at MarketInvoice, starting as the sole marketing person in a 15-person company, and leaving as Head of Marketing with **a team of 8 super-smart marketers** across content, partnerships, PPC and product.

I worked on lots of interesting projects, including **a full rebrand, rebuilding our website**, setting up a content strategy, large client events and a tube advertising campaign.

Funding Options

Marketing, Sep 12 – Dec 13

At Funding Options I joined pre-launch and acted as a generalist as we launched our business finance comparison product. I worked on a variety of campaigns including a webinar and seminar series, a joint venture with Equifax, and a national partnership with the ICAEW.

University of Oxford

BA English Language and Literature, 2005 – 2008 (2:1)

"Bailey is sharp, quick-thinking and fun to work with. She takes ownership of everything that crosses her path and is highly reliable; you never need to check or chase, she simply gets things done."

– Emily Trant, COO at Funding Options