

Alexandria Monk
Freelance Marketing Consultant
<https://www.linkedin.com/in/alexandriamonk/>

Over 15 years of global B2B and B2C marketing experience covering strategy, positioning and complex campaign planning including; multi-channel campaigns, subscription campaigns, customer life-cycle management, new product launches, audience/customer acquisition, event management, digital project management, video production, webinars and team management and training.

Recent relevant projects:

BlueVoyant:

Marketing operations and demand generation

Created simple customer lifecycles for all customers:

- event attendees – from event date, through to sales follow up and then converting to customer
- consulting customers and cyber security product area customers

Customer acquisition (CX) planning:

- researched how customers got to the website
- plotted user journeys and mapped to optimum steps to ensure conversion from social/newsletter/event etc through to sales enquiry and purchase

Marketing operations:

- Mapped current data flows and ensured best practice was adhered to
- Optimised data usage within the company

gasworld:

Restructured events business

Reviewed current event portfolio including content, sales offering, location and delivery

- Created new corporate statements and value propositions
- Ensured all material focused on features and benefits of attending
- Tied up relationships between content, marketing and sales
- Repositioned all events - tone, on-site delivery, pricing and product
- Delivered 5 x over target profit for first event in the new format (180k vs 30k)

gasworld:

New product launch – new audience development

Launch of h2view – new product to new market, including website and events

- Created new corporate statements and value propositions
- Mapped hydrogen universe and briefed data teams to research value chain
- GTM plan created and handed to marketing, data and creative teams to deliver
- Board level reporting and plan refinement

Gasworld, TowerXchange, VRL Financial News, Newsquest

Launch of paywall – new business model

Moved company from print-first news business to digital first subscriber-based content business

- Change of print cycle to digital first publishing and launch of newsletters
- Community (subscriber) building, and audience conversion
- Built sales funnel and content plan
- Automated subs and renewal cycles

BlueVoyant, Gasworld, VRL Financial News, Informa, Adestra

Team leader and mentor

- Repeatedly created strategy and plans and then handed to marketing executives to implement
- Have remotely managed teams for numerous years