

ELLEN GASSON

PROFESSIONAL SUMMARY

Decisive Marketing Manager with eight years of experience driving company growth through creative and innovative strategies. Resourceful team leader skilled at analysing market trends and customer needs to develop highly effective, targeted marketing campaigns.

WORK HISTORY

Marketing Manager, 10/2023 to Current

Bailey Total Building Envelope - Horsham, West Sussex

- Developed marketing plans to support department strategies.
- Developed strategy for social media marketing with cohesive messaging across multiple platforms.
- Oversaw multi-channel lead generation campaigns with HubSpot.
- Analysed sales reports to identify trends and update strategies.
- Liaised with sales, technical and customer service teams to drive on-time, under-budget project completion.
- Liaised with board members and stakeholders to discuss budgetary and operational needs and goals.
- Maintained updated knowledge of emerging marketing trends and technologies, continuously seeking opportunities to enhance strategies.
- Produced promotional materials with creative copywriting and photo editing skills.

Marketing Manager, 08/2019 to 09/2023

ICE Ltd - Southampton, Hampshire

- Analysed customer data and campaign performance to drive improvements.
- Managed £250k+ marketing budgets.
- Engaged regularly with wider online communities, with consistent engagement rates of 12% and above.
- Leveraged industry trends to identify growth opportunities.
- Liaised with sales, technical and customer service teams to drive on-time, under-budget project completion.
- Produced promotional materials with creative copywriting and photo editing skills.
- Trained team in content development and project management.
- Launched new products and expanded into new markets with exceptional project planning.
- Developed cohesive marketing strategies, identifying macro trends,

CONTACT

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SKILLS

- Creative and innovative
 - Marketing plan development
 - Strategic marketing
 - Campaign management
 - Lead Generation
 - Budget development and management
 - Digital marketing
 - Competitive and trend analysis
 - Special events planning
 - Social media marketing
 - Strategic thinker
 - Organised and efficient
 - Product Launches
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- opportunities and challenges to deliver successful campaigns.
- Advised on marketing strategy with strong industry knowledge.
- Developed impactful brand and style guides.
- Prepared design briefs for graphics, videos and advertising campaigns.

Marketing Executive, 08/2016 to 10/2018

ICE Ltd - Southampton, Hampshire

- Proofread marketing collateral to guarantee accuracy.
 - Defined and tracked campaign effectiveness, adjusting strategies accordingly.
 - Drove improvement across all platforms by refining strategies to reflect latest trends and industry changes.
 - Developed and implemented campaigns for email, online advertising, search engines and direct post.
 - Managed contractors to complete design and video production projects.
 - Produced engaging written content to optimise websites and social media platforms.
 - Coordinated promotional activities and trade shows to increase brand visibility.
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EDUCATION

Diploma of Higher Education, Digital Marketing, 03/2020 to 03/2021

Digital Marketing Institute - Remote

Course covered:

Content Marketing, Social Media Marketing, SEO, PPC, Display & Video Advertising, Email Marketing, Digital Marketing Strategy, Analytics & Reporting.

Completed remotely during Covid.

Bachelor of Arts, Music Promotion - Upper Second Class Honours, 09/2013 to 07/2016

Southampton Solent University - Southampton, STH

PR/Marketing, Artist Liaison, Creative Projects, Events Management, Music History, Web Design, Graphic Design, Social Media Management & Communications.

CERTIFICATIONS AND LICENSES

- CIM - Associate Marketer - Jan 2024
 - Leading Safely IOSH - Dec 2023
 - Certified Mental Health First Aider, St John's Ambulance - May 2022
 - Complete ACC "Leadership Essentials Programme" - Jan - Dec 2022
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HOBBIES AND INTEREST

- Travel - I have visited over 35 countries
 - Music - I have been to at least one music festival every since I was 16
 - Cooking - I love to cook - it never looks that pretty but it tastes good!
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REFERENCES

References available upon request.
