

Sean Greentree

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Personal Statement

I am an experienced B2B marketer that has worked for corporate and small-to-medium size companies within the technology, software, financial, manufacturing and not-for-profit sectors. CIM qualified, I have a strong marketing orientation and a desire to identify, anticipate and meet satisfy customer requirements efficiently and profitably. Creative and innovative, I share my knowledge to inspire and develop others; my NetXtra blog articles, podcasts and presentations about internet marketing established me as an author and commentator for both online and offline marketing communications.

An advocate for continuous improvement, I proactively seek out innovative solutions to increase efficiency and add value to any business, utilising my experience in marketing automation and Quality Assurance. I encourage the open and honest discussion of ideas and strive to create quality products and services that people love.

Key Skills

- Create and publish email campaigns and e-newsletters using applications such as Marketo, Salesforce, Campaign Monitor, dotmailer, MailChimp and in-house email marketing solutions.
- Research, segment and analyse marketing data for use in marketing strategies.
- Use web analytics and tracking tools such as Google Analytics, Bizible, Webmaster Tools and SEMRush.
- Manage Pay-Per-Click (PPC) campaigns including Google AdWords, Bing Ads, Twitter Ads, LinkedIn Ads and Sponsored Content.
- Deliver website Search Engine Optimisation (SEO) and Conversion Rate Optimisation (CRO) programmes.
- Deliver strategic paid-for and organic social media campaigns on platforms such as Twitter, LinkedIn, Facebook and Google+.
- Set-up and deliver company events and Marketo programmes for webinars, user groups and press launches.
- Plan and manage business exhibitions, seminars and workshops.
- Create brochures, leaflets, datasheets, direct mail and flyers, using various desktop publishing packages, and manage each project through to print and delivery.
- Mac and PC literate and skilled at Marketo, Salesforce, Adobe InDesign, Adobe Photoshop, Adobe Acrobat, MS Word, Excel, Outlook and PowerPoint, Workbooks CRM, various Google applications, Keynote, iMovie plus many web and social media management resources.
- Create and deliver engaging video content and audio podcasts.
- Experienced copywriter, penning copy for various websites, promotional emails, industry sector journals and brochures plus many best practice blog articles.
- Experienced administrator of website content management systems, including Umbraco, Drupal and WordPress, as well as many proprietary platforms.

Employment History

August 2015 to present: Digital Marketing Consultant, Access Group.

- Create a market presence and implement lead-generation initiatives to drive enquiries for the finance software, HR and not-for-profit divisions.
- Use Marketo to create, manage, deliver and measure effective and personalised email, event, nurture, telemarketing, website and other digital marketing campaigns.
- Evaluate and select appropriate marketing channels to deliver targeted campaigns in Marketo, based on market requirements and audience segmentation including size, sector and other demographics.
- Work with the Events team to deliver effective Marketo programmes and Salesforce campaigns to support the event calendar, including webinars, trade events, roadshows and seminars.
- Use Salesforce, Marketo and Bizible to initiate, monitor and measure campaign progress and troubleshoot programme and data issues if required.
- Oversee the creative input and differentiation of each campaign, whilst executing to agreed timescales.
- Manage and brief third-party agencies, including advertising, creative and publishing.
- As part of the Access CRO team, implement conversion rate optimising initiatives and A/B tests to drive more website conversions.
- Facilitate and enhance the use of social media, including organic and paid-for LinkedIn, Twitter and Facebook campaigns to reach extended audiences.
- Apply relevant methods of data collection to support marketing decision-making.

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- Report current and future marketing activity, including metrics such as 'cost per lead' and 'leads generated'.
- Provide strategic marketing support to the field sales operation to ensure that the sales team is well positioned to maximise any market changes and/or opportunities.
- Liaise with appropriate members of the wider marketing department to promote and cross-sell finance, HR and not-for-profit software products to the wider portfolio of Access Group.

March 2012 to February 2015: Marketing Manager, NetXtra Limited

The company's sole marketing, communications and brand representative, I was responsible for a wide range of online and offline marketing initiatives:

- Create, present to the Board, manage and deliver marketing plans, activity reports, budgets & KPIs.
- Recommend and manage various marketing, telemarketing campaigns and sales initiatives.
- Manage the in-house CRM system, analyse sales data and identify market segments for marketing campaigns.
- Perform qualitative and quantitative market research to identify trends and new business opportunities in the membership and not-for-profit sectors and understand the competitor environment through competitor analysis.
- Project-manage and deliver the NetXtra re-brand, including a new corporate identity and marketing strategy.
- Manage and maintain NetXtra's Search Engine Marketing and Search Engine Optimisation, including digital programmes such as PPC campaigns, site analytics and social media programmes.
- Write best practice blogs and articles relating to trends and emerging technologies within digital marketing.
- Deliver web technology presentations and workshops at industry seminars, exhibitions and conferences.
- Write, publish and distribute press releases to targeted media and identified sector networks.
- Create, publish and maintain all marketing material and brand collateral, including monthly e-newsletters, brochures and case studies.
- Manage the company's annual events calendar, including attendance at conferences, seminars and award ceremonies, and deliver the 'NetXtra User Group' events.
- Produce client testimonial and 'how-to' videos for use across the business.
- Record and promote NetXtra's 'Insights' podcast, providing subscribers with digital best practice advice.

July 2011 to March 2012: Marketing Manager, O2 Creative Design (Part of The Greentrees Group)

Use targeted marketing initiatives to promote The Greentrees Group of companies to prospective customers whilst developing its existing client base.

- Advise clients on direct marketing campaigns using database creation and segmentation.
- Maintain SEM and SEO for The Greentrees Group of companies.
- Plan and implement the Group's advertising programme using a combination of online and print media.
- Deliver the Group's social media programmes using Twitter, Facebook, LinkedIn and YouTube.
- Deliver strategic PR and e-mail marketing campaigns.

September 2007 to July 2011: Marketing Manager at NetXtra Limited - see above.

May 2004 to September 2007: Marketing Communications Project Manager, The Royal Bank of Scotland.

- Drive, develop and manage targeted communications campaigns from initial concept through to delivery and post-delivery evaluation.
- Produce & manage effective marketing in accordance with budgetary procedures.
- Evaluate changes to existing business processes and proposed innovations, such as the introduction of 'Chip & Pin' and react with suitable marketing solutions.
- Develop and maintain project plans, manage third-party suppliers and report progress.
- Ensure work is technically accurate and compliant with legislative, regulatory and business requirements.

January 2001 to May 2004: Marketing Communications Executive at Fluke Corporation.

Manage and produce resources for a wide range of worldwide marketing communications projects, including materials for advertising, PR, literature production and exhibitions within the Fluke Precision Measurement Marketing Communications unit.

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- Develop enhanced Fluke and Hart Scientific communication strategies with worldwide sales representatives to ensure marketing communication strategies are fully integrated and supported in all markets.
- Use and implement marketing strategies and models to support promotional activities across the Fluke, Hart Scientific and Wavetek brands.
- Write and manage Fluke Precision Measurement's press releases, PR initiatives and UK press relations.
- Develop the presence and presentation of Fluke Precision Measurement and its products on all Fluke websites, working with the relevant IT and MIS units in the US and The Netherlands.
- Work with key stakeholders within Fluke Precision Measurement and Hart Scientific to create and produce company approved and compliant content for new brochures, leaflets, direct mailers and datasheets.
- Use desktop publishing software and, if required, manage external agencies to produce product brochures and catalogues.
- Manage the literature production process, ensuring that all Fluke sales collateral is current and in stock.
- Act as a marketing communications co-ordination point for other Fluke facilities and be responsible for the amendment of related material to ensure maximum penetration into local markets.
- Work with Product Marketing Managers to plan the delivery of marketing communications.

1999 to 2001: Internal Sales Engineer (Electronic components), BFI OPTILAS Ltd, Aylesford, Kent

1995 to 1999: Electronics Engineer/Configuration Department Manager, XP Plc

1994 to 1995: Electronics Engineer, Analogue Associates Ltd

1993 to 1994: Electronics Service Engineer, Sonus Wholesale Products

1983 to 1992: Electronics Engineer, Analogue Associates Ltd

Qualifications & Study

Examining Board/Level	Subject	Date
The Chartered Institute of Marketing	Marketing Certificate	2003
BTEC Certificate of Unit Achievement	Quality Assurance A	1997
BTEC National Certificate	Electronic Engineering	1987
GCE 'O' Level	English Language, Mathematics and Current & Political Affairs	1983

Course Provider	Subject	Date
Turning Factor	Search Engine Marketing	2010
East of England Multimedia Alliance UK	Search Engine Optimisation	2009
Hawksmere	Writing Skills for PR	2003
SkillPath	Designing Attention-Grabbing Brochures, Catalogues, Ads, Newsletters and Reports	2002
Complete Training Solutions Limited	Presentation Skills	2002
Fluke Precision Measurement	Metrology for Technicians	2001
Jarrold Training	Quark Xpress Advanced	2001
Jarrold Training	Adobe PhotoShop	2001
Careertrack	Managing Priorities & Meeting Deadlines	1997
Masterclass	Telephone Techniques	1995

Hobbies and Interests

- Sailing, both on the Norfolk Broads and at sea.
- Playing the guitar and going to see live performances and shows.
- Developing and maintaining my own personal website and blog: www.seangreentree.co.uk.
- Visiting sites of natural interest and rich with wildlife.

References

Available upon request.