

Sean Greentree

M: 07538 181422 E: sean.greentree@btinternet.com A: Attleborough, Norfolk

Personal Statement

I am an experienced marketer who 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 enjoy learning and sharing my digital knowledge in blog articles, podcasts and presentations at exhibitions and seminars. This in turn has enabled me to gain a solid grounding in 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 deliver quality products and services that people love.

I feel excited about my next move; I want to put my skills, experience and personal qualities to good use and to develop, both professionally and personally.

Key Skills

- Customer-centric and committed to exceeding customer expectations.
- Empathic with the ability to remain calm and objective under pressure.
- Experienced and collaborative manager, leading by example with a hands-on approach.
- Adept at creating and prioritising work schedules and optimising capacity without compromising quality.
- Proven background in designing, implementing and reviewing departmental processes and procedures to ensure continuous improvement and deliver exceptional customer experiences.
- Flexible, open and prepared to make any necessary changes to work procedures and/or resourcing.
- Facilitator of career progression through staff training, mentoring and coaching.
- Highly computer literate and skilled at various back-office software systems including MS Office, Salesforce CRM, Goldmine, Marketo and the Adobe Creative Software Suite.
- Experienced marketing professional with proven background in digital and more traditional marketing.

Employment History

August 2015 to October 2017: Digital Marketing Consultant, Access Group

- Create a customer-led market presence and implement lead-generation initiatives to drive enquiries for the finance software, HR and not-for-profit divisions.
- Liaise with the Customer Support team to provide appropriate written responses to customer complaints.
- Use marketing automation systems (Marketo) to create, manage, deliver and measure effective and personalised email, event, nurture, telemarketing, website and other digital marketing campaigns.
- Evaluate and select appropriate channels to deliver targeted campaigns based on market requirements and audience segmentation.
- Promote and deliver the departmental events calendar – organising and presenting to customers and prospects at webinars, trade events, customer roadshows and seminars.
- Manage and schedule the creative input and differentiation of each campaign and deliver to agreed timescales.
- Manage, brief and roster third-party agencies for advertising, creative and publishing campaigns.
- Use ongoing digital strategies and testing techniques to improve website user experiences and 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 decision-making.
- Report current and future marketing activity, including metrics such as 'cost per lead' and 'leads generated'.
- Work with the sales team to ensure that they are well positioned to maximise any new opportunities.
- Liaise with appropriate members of other departments to promote and cross-sell finance, HR and not-for-profit software products to the wider portfolio of Access Group.

Sean Greentree

M: 07538 181422 E: sean.greentree@btinternet.com A: Attleborough, Norfolk

March 2012 to February 2015: Marketing Manager, NetXtra Limited

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

- Create, present to the Board, manage and deliver marketing plans, activity reports, budgets & KPIs.
- Liaise with the NetXtra customer base to produce compelling client testimonials that proactively promote the company's products and services, as well as making customers feel valued.
- Create, organise, manage and deliver the company's events calendar – attending and presenting at various conferences, seminars and award ceremonies.
- Work and liaise with the customer base to promote and deliver the 'NetXtra Customer User Group' events.
- Recommend and manage various marketing and telemarketing campaigns and sales initiatives.
- Manage the company's in-house CRM system, analyse sales data and identify market segments for marketing campaigns.
- Perform qualitative and quantitative research – market, customer and competitor – to better understand the current market environments and identify trends and new opportunities.
- 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.
- Create, publish and maintain all marketing communications and brand collateral, including monthly e-newsletters, brochures, case studies, blog articles, videos, podcasts and press releases.

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 own client base.

- Work with all departments within the Greentrees Group, and other clients, to plan and implement their marketing programmes using a combination of online and print media.
- Advise all O2 Creative clients on direct marketing campaigns using database creation and segmentation.
- Understand Greentrees Caravanstore's product and service portfolio to help gain competitive advantage in all marketing initiatives.
- Maintain the website search engine marketing and optimisation programmes for The Greentrees Group.
- Deliver the Greentrees Group's social media programmes using Twitter, Facebook, LinkedIn and YouTube.
- Support the Greentrees Group's events programme with a range of pre-agreed online and digital marketing collateral.

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.

- Create, develop and deliver marketing project plans, managing third-party suppliers and reporting on the progress of projects.
- Produce and manage effective marketing communications to customers and prospects in line with departmental budgets and procedures.
- Drive, develop and manage targeted customer communications from initial concept through to delivery and post-delivery evaluation.
- Work with the Customer Support team to provide guidance and, where required, formal letters or emails to effectively respond to and close incoming customer complaints.
- Evaluate changes to existing business processes and proposed innovations, such as the introduction of 'Chip & Pin' and react with suitable marketing solutions.
- 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 marketing resources and aftersales support for a range of global sales and marketing calibration products and promotional activities within the Fluke Precision Measurement unit.

Sean Greentree

M: 07538 181422 E: sean.greentree@btinternet.com A: Attleborough, Norfolk

- 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.
- Write and manage Fluke Precision Measurement's press releases, PR initiatives and UK press relations.
- Work with key stakeholders to create and produce company approved content for new catalogues, brochures, leaflets, direct mailers and datasheets, managing external agencies as and when required.
- Manage the literature warehousing process, ensuring that all sales collateral is current and in stock.
- 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.

1999 to 2001: Internal Sales Engineer, BFI OPTiLAS Ltd

Manage the magnetic products sales desk, process incoming orders, answer technical questions and work with the sales team to develop new opportunities and close business leads.

1995 to 1999: Service and Configuration Department Manager, XP PLC

Manage a team of three engineers in the Service and Configuration department to build, test, deliver and repair switch mode power supplies. Manage product quality assurance programmes and accreditations.

1994 to 1995: Service Manager, Analogue Associates Ltd

Run the Service area and repair and service power amplifiers and power supplies. Handle customer returns, i.e., isolate faulty parts, source and manage spares, repair, test and commission back into the customer's system.

1993 to 1994: Electronics Service Engineer, Norfolk Car Audio

Ensure the smooth running of the Service department, repair car audio equipment, support customers with technical problems or complaints and process all spare parts orders and warranty returns.

1983 to 1992: Electronics Engineer, Analogue Associates Ltd

Manufacture and repair various bespoke power supply systems for the aerospace, automotive, pharmaceutical and metrology industries, as well as the Ministry of Defence.

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, Current & Political Affairs	1983
CSE	Electronics, English, Mathematics, Biology, Technical Drawing, Woodwork, Metalwork	1983

Course Provider	Subject	Date
Turning Factor	Search Engine Marketing	2010
East of England Multimedia Alliance UK	Search Engine Optimisation	2009
Hawsmere	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