

Sean Greentree

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Personal Statement

With a wealth of experience in business-to-business (B2B) marketing, I have worked for corporate and small-to-medium enterprises (SMEs) within the technology, software, financial services, manufacturing and not-for-profit sectors. CIM qualified, I have a strong marketing orientation and customer focus.

Well versed in digital and affiliate marketing techniques, I engage with a wide professional network and vibrant affiliate marketing community. I am keenly interested in the latest developments in digital marketing and subscribe to a broad selection of learning and development resources, sharing my knowledge in blog articles and marketing forums. Adept at WordPress, I enjoy creating websites to share information, engage with different audiences and further develop my technical skills and knowledge.

Highly motivated and with lots of initiative, I work well both independently and as part of a team; I enjoy excellent working relationships with external and internal customers, suppliers and intermediaries. An advocate for continuous improvement, I proactively seek out innovative solutions to increase efficiency and add value to any business by utilising my experience in marketing automation and Quality Assurance.

I am open-minded 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

- Create and publish email campaigns and e-newsletters using Marketo, Salesforce, Campaign Monitor, dotmailer, Mailchimp and bespoke software.
- Research, segment and analyse data for use in marketing strategies.
- Use web analytics and tracking tools, such as Google Analytics, Bizible, Webmaster Tools and SEMRush, to optimise website performance.
- Create and maintain Pay-Per-Click (PPC) campaigns using Google AdWords, Bing Ads, Twitter Ads, LinkedIn Ads and Sponsored Content.
- Manage website Search Engine Optimisation (SEO) and Conversion Rate Optimisation (CRO) programmes.
- Deliver strategic paid-for and organic social media campaigns on Twitter, LinkedIn, Facebook and Google+.
- Use project management and marketing automation tools to promote and manage webinars, user groups, press launches, business exhibitions, seminars and workshops.
- Create brochures, leaflets, datasheets, direct mail and flyers, using various desktop publishing packages, managing each project from concept to delivery.
- Highly skilled at various back-office software and Content Management Systems (CMS), including MS Office, Marketo, Salesforce CRM, Adobe InDesign and Photoshop, Wordpress, Umbraco and many web and social media management tools.
- Create and deliver engaging video content and audio podcasts.
- Experienced copywriter penning copy for websites, blog posts, promotional emails, journals and brochures.

Employment History

September 2018 to Present: Marketing Analyst, NetXtra Limited (3 month fixed-term contract)

- Manage and deliver NetXtra's busy events schedule with personal responsibility for the strategic and creative approach, organising and preparing presentations and driving delegate bookings.
- Produce marketing collateral and provide brand guardianship and strategic understanding.
- Manage and deliver email marketing campaigns, including e-shots and e-newsletters, using Mailchimp and Campaign Monitor.
- Prepare awards submissions, attend awards events and manage any resulting PR.
- Manage NetXtra communications and PR, sharing client and corporate good news internally and externally.
- Create, curate and schedule social media posts to Facebook, Twitter and LinkedIn.
- Maintain NetXtra's websites, ensuring that content is current and provides an effective user experience.
- Manage NetXtra's lead-generation agency, monitoring progress and providing information and assets.
- Manage NetXtra's Customer Relationship Management (CRM), collaborating with colleagues to cleanse data.

December 2017 to September 2018: Aftercare Manager, Greentrees Caravanstore

- Manage the Aftercare department and schedule the workflow for 10 technicians and support staff whilst maximising resources.
- Provide exemplary customer support and collaborate with colleagues to solve any issues or concerns.
- Oversee the activities, performance and profitability of the Parts department.
- Market and sell service plans and other up-sell opportunities.

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

- Create a market presence and implement lead-generation initiatives to drive enquiries for the finance, HR and not-for-profit software divisions.
- Use marketing automation software (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 digital campaigns based on market requirements and audience segmentation including size, sector, location and other demographics.
- Work with the Events team to deliver effective Marketo programmes and Salesforce campaigns to support the events calendar, including webinars, trade events, roadshows and seminars.
- Use Salesforce, Marketo and Bizible to initiate, monitor and measure campaign success, reporting on marketing activity and providing metrics such as 'cost per lead' and 'leads generated'.
- Manage and brief third-party advertising, creative and publishing agencies.
- Implement CRO initiatives and A/B tests to drive website conversions.
- Facilitate the use of social media including organic and paid-for LinkedIn, Twitter and Facebook campaigns to reach extended audiences.
- Collaborate with colleagues in the 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

- Create, manage and deliver marketing plans, activity reports, budgets and Key Performance Indicators (KPIs).
- Recommend and manage various marketing and telemarketing campaigns and sales initiatives.
- Manage the in-house CRM system, analyse sales data and identify market segments for 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.
- Project-manage and deliver NetXtra's re-brand, including a new corporate identity and marketing strategy.
- Manage and maintain NetXtra's Search Engine Marketing (SEM) and SEO, including PPC, site analytics and social media campaigns.
- 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 NetXtra's marketing material and brand collateral, including monthly e-newsletters, brochures and case studies.
- Manage NetXtra's annual events calendar, present at conferences, seminars and award ceremonies and deliver the 'NetXtra User Group' events.
- Produce client testimonials 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

- Develop O2 Creative's existing client base and generate sales leads through targeted marketing initiatives.
- Maintain SEM and SEO for O2 Creative Design.
- Plan and implement O2 Creative's advertising programme using a combination of online and print media.
- Deliver social media programmes using Twitter, Facebook, LinkedIn and YouTube.
- Deliver strategic PR and email marketing campaigns.

September 2007 to July 2011: Marketing Manager, 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 and 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 respond 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, Fluke Corporation

Manage and produce resources for a wide range of worldwide marketing communications projects, including materials for advertising, PR, brochureware and exhibitions.

- Develop Fluke and Hart Scientific marketing communication strategies, collaborating with worldwide sales representatives to ensure that marketing messages 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 Fluke Precision Measurement's press releases and manage its PR initiatives and UK press relations.
- Work with the relevant IT and Management Information Systems units in the US and The Netherlands to develop the presentation of Fluke Precision Measurement and its products on all Fluke websites.
- 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 external agencies to produce product brochures and catalogues.
- Manage the literature production process ensuring that all Fluke sales collateral is current and in stock.
- Collaborate with other international Fluke facilities and adapt marketing communications to ensure penetration into local markets

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

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
Jarrold Training	Quark Xpress Advanced	2001
Jarrold Training	Adobe PhotoShop	2001

Hobbies and Interests

- Sailing, both on the Norfolk Broads and at sea.
- Playing the guitar and going to see live performances and shows.
- Visiting sites of natural interest and rich with wildlife.

References

Available upon request.