

Bethan Weston (MCIM)

Mobile: 07778 525 200

Location: Wilmslow, Cheshire, SK9

E: bethanweston1@gmail.com

Profile

Highly skilled, entrepreneurial, degree qualified and PRINCE2 certified, MCIM Marketing Manager (just completed the Diploma in Digital Marketing) with significant experience in B2B and B2C in sectors ranging from Insurance to Heavy Engineering. Possesses current experience in digital marketing including Social Media.

Has made viable contributions to all roles using highly tuned analytical, organisational and project management skills (**e.g. completely re-branded major insurance company in very short space of time and raised in excess of £40k for another project guaranteeing its success**).

Now seeking a **Marketing role in an organisation** where a powerful set of transferable skills including robust planning, strong creativity and faultless campaign execution can be put to use.

Key Achievements

- **Assumed responsibility for re-branding project which had stalled** when covering for maternity leave at Bridge Insurance Brokers. Re-built 7 websites ensuring FCA compliance, executed communication plan and marketing strategy including digital, resulting in project completing on time and to budget.
- **Appointed as Marketing / PR Manager when incumbent didn't return from maternity leave** at Bridge Insurance Brokers.
- **Planned devised and gained sponsorship (£40K) and marketed Wilmslow Business Group annual event** bringing together businesses and charities to show-case the benefits of the town. Organised and executed 4 events – Motor show, Art Trail, Santa Dash, Award ceremony and built website. The events received considerable coverage for the Town in the media.
- **Tendered for and won highly lucrative University of Cambridge key contract** to take 3D photography exhibitions into prisons.
- **Researched and submitted award winning entry** into national Broker Awards.
- **Team management, including managing, training and mentoring struggling Graduate Apprentice** who later went on to win new role.

Core Skills

- **Marketing** – Online Marketing, Social media, Video, ROI analysis, LinkedIn, brochure / content creation, Google analytics / AdWords, PPC, SMS marketing, E-marketing, all types of offline marketing including radio, direct mail, TV, newspaper, poster and others
- **Organisational/Analytical** – skills shown when planning Wilmslow event, organising exhibitions and when analysing business strategy / writing business plan before executing marketing campaigns
- **Sales / Negotiation** – proven when raised money at Wilmslow Business Group/ cold calling at Shoot Cut Go
- **People Management/Training** – managed and coached Apprentice / Managed team of 7 at TravelScene
- **Entrepreneurial** – co-founded successful business
- **IT** – Expert in Word, Excel, PowerPoint, MS Office, CRM systems including ACT

Career History

Aug 2015 – Current **Head of PR and Marketing** **Bridge Insurance Brokers Ltd, Manchester**
One of the Largest and most established traditional Insurance Brokers in Manchester.

- Responsible for re-branding and creating new business plan. Re-built 7 websites ensuring FCA compliance, executed communication plan and marketing strategy including digital and PR
 - Performs monthly mail-shots to prospective and existing customers across 7 brands
 - Constantly monitors internal / external communication to ensure standardisation across all channels
 - Creates news stories and white paper ideas and regular press releases to trade and general business sectors
 - Provides LinkedIn training for colleagues including premium packages
- Planned and re-defined the position of the company and has been very successful in taking them into the digital age, establishing a new marketing mix including social media and championing PR.

Oct 2014 – Sept 2015 Account Manager Mackenzie Marketing - Wilmslow

Marketing Agency dealing with diverse range of clients.

- Managed 3 accounts - an engineering consultancy, a B2C / B2B travel company and Bridge Insurance Brokers (above) before joining them full time
- Created PR stories, daily Tweets and Facebook updates, LinkedIn training / Management, 2 weekly newsletters, researched appropriate CRM systems, attended internal / external events and networked on behalf of clients
- Managed / trained / mentored Graduate Apprentice who later went on to win new role

May 2014 – Dec 2014 Events Coordinator Wilmslow Business Group – Wilmslow

Group of businesses and other organisations formed to showcase Wilmslow as a vibrant town for business & leisure.

- Previously involved with group for 7 years. Headhunted to plan, devise, fund-raise and market annual event bringing together businesses and charities to show-case the benefits of the town and being a member of the group
- Organised and executed 4 events – Motor show, Art Trail, Santa Dash, Award ceremony and built website. The events received considerable coverage for the town in the media and are now a permanent fixture on the Wilmslow event calendar

Jan 2014 – Oct 2014 Marketing Manager Shoot –Cut - Go Ltd – Wilmslow (Part Time)

Unusual Start-up Company that produces personalised & digital video for marketing or internal communication.

- Successfully fulfilled remit to gain appointments for MD with corporate prospects using targeted marketing and cold calling

May 2012 – March 2014 Business Administrator 3gamma – Macclesfield

IT Management Consultancy with offices in UK, Sweden & India.

- Supported Directors
- Developed case studies for team to pitch to new and existing clients
- Managed client and internal communication, using Sharepoint
- Planned and managed events

Oct 2006 – July 2012 Marketing Manager Weston Digital Imaging Ltd – Wilmslow

Formed highly successful photography and video company with Husband that continues to grow and thrive.

- Won highly lucrative University of Cambridge Fitzwilliam Museum contract against fierce competition including from University itself, to create 3d Virtual Tours for use in prison education.

Roles prior to 2006

Sept 2000 – Oct 2006	Bringing up family, & roles including Swimming Instructor & Office Manager for IT company	
Sept 1997 – Sept 2000	Marketing Manager	TravelScene Ltd
Sept 1994 – Sept 1997	Product Coordinator	Air Travel Group Ltd
Sept 1989 – Sept 1994	Graduate Trainee	Thomson Holidays (Now Tul)

Education

Present	Diploma in Digital Marketing	Manchester Metropolitan University
2014	Prince 2 Practitioner	Online study
1995	Certificate in Marketing (CiM)	Ealing, Hammersmith and West London College
1989	BA Modern Languages	University of Salford
1985	8 O Levels including English & Maths / 3 A Levels	

Other

References available on request

Full, clean Driving Licence