

Pamela Paria

Senior Marketing Professional DipM MCIM

📍 London

☎ 07876763334

✉ pariap@hotmail.com

🌐 uk.linkedin.com/in/pamelaparia

🌐 about.me/pamelaparia

🌐 pamelaparia.brandyourself.com

Summary

Senior marketing professional with broad background gained in Industry and Consulting. Strong work ethic and commitment to organisation objectives, working within highly competitive and rapidly changing environments. Resourceful, with success of managing multiple promotions. Reliable, trustworthy, ability to communicate well at all levels. Ability to adapt to challenges quickly. Strives to achieve high standards in all work undertaken. Highly motivated with commitment to personal development / growth - CIMA Diploma in Marketing / Chartered Marketing status - MCIM. Currently looking for a opportunities where my skills and expertise will be fully utilised.

Education

Diploma in Internet Marketing - nationally recognised, NCFE accredited

The Internet Business School

Diploma in Marketing CIMA

Chartered Institute of Marketing, Buckinghamshire

BA (Hons) Marketing with Law

De Montfort University, Leicester

BTEC National Diploma in Business Studies & Finance

Southgate College, London

General Education GCSEs including English/Maths

Fortismere School, London

Skills



Marketing Communications

- Integrated Marketing Communications
- Brand & identity
- Project management
- Retention loyalty & acquisition marketing
- Budget control
- Stakeholder/Agency management
- Internet Marketing/Digital Media
- Print production
- Campaign management
- Social Media Marketing
- Corporate hospitality & Events Management
- Sponsorship

- Time management, Scheduling & Planning
- Problem solving
- Proof-reading
- Fluent Spanish

Work experience

Marketing Manager

2015 - 2016

ChartCo Limited

ChartCo is the world's longest-established and largest distributor of navigational data, nautical charts, marine technical publications and digital products servicing the shipping industry.

- Reporting directly to Head of Sales/CEO and liaising with Sales team / Product development to generate leads and define to-market strategies and new service requirements
- Responsible for creating, managing implementing delivery of ChartCo's integrated marketing communications plan including: campaigns, content management of social media, advertising, press releases, editorial pieces, customer facing newsletter, internal communications and trade show events. Managing day-to-day marketing needs, supporting the sales team. Driving sales, market share in global markets across the company's product range.
- Creating promotional marketing material to support the marketing plan and new product launches including brochures, flyers and specific geographical campaigns using email marketing.
- Defining product propositions, key features and benefits and target customers, with information to be incorporated into range of communications activities to ensure maximum customer engagement.
- Developing a schedule of worldwide events, managing design and build of stands and customer seminars
- Liaising with media partners and the press to publish company news and case studies

Budget Management for communications activities, maintaining records of committed and actual spend.

Volunteer

Aug 2015 - 2015

Trinity at Bowes Community Centre

Marketing a weekly community event using online(social media)/off line tools

Marketing Consultancy

Jul 2011 - Aug 2012

Legacy Wealth Creation(SME's)

- Strategic development and execution of automated event management system to build online presence using Constant Contact, integrating scheduled emails, creating landing page and promotion on social media sites as a sales tool to support lead generation and growth of new/existing customer base. Events promotion via EventBrite. Proposed SEO/PPC recommendations to improve online customer experience.

Quality Assurance & Marketing Manager

Oct 2013 - Jun 2015

FI Marketing Group Ltd

- Implementing Quality Management Systems compliant with international regulations, preparing technical documentation for achieving international market approvals.
- Branding online newsletter, content creation including links to a survey (Survey Monkey), short film (Animoto). promoting brand on various social media platforms improving customer engagement / satisfaction using analytics
- Leading Quality & Regulatory Compliance in all the products manufactured, managing OHIM Community Trademark Submissions and MHRA product registrations & certification of medical devices
- Control of Internal Auditing ISO 9001 2014. Managing regulatory compliance/quality issues within EMEA
- Identifying and implementing new processes, documenting procedure improving efficiencies, saving time / money
- Overseeing business agreements, T&Cs, complaints handling and competitor analysis.

Marketing Contractor

Feb 2010 - Jul 2011

Bank of Cyprus UK

The Bank of Cyprus UK's primary focus is Business Banking with an emphasis on Relationship Banking. Bank of Cyprus UK is a well-capitalised bank lending mainly for property investments. www.bankofcyprus.co.uk

- Managing multiple campaigns across diverse channels including; new product launches, bond maturity, ISA season and mobile banking, driving leads, increasing product sales and identifying new target segments. Analysing ROI and effectiveness of campaigns.
- Analysing / evaluating management information from customer communications, call centre, website and monitoring the integrity of data (Data Cleansing Project), providing 80% accuracy for future campaigns.
- Developing and managing key CSR strategy, identifying opportunities and maximising relationships including brand promotion, client entertaining, press coverage, and employee / local community engagement to grow our brand. Working closely with the Website Manager to support the company objectives on SEO/PPC initiatives.
- Delivering key strategic events; Exhibition at NEC from brief to execution, client seminars, receptions, promotional and hospitality events and the yearly corporate plan presentation for staff, strengthening brand, show-casing products, attracting new customer funds and delivering key messages and deepening client relationships.
- [Member of Best Companies Forum/Customer Experience Forum.](#)

Marketing Manager - Product & Scheme Promotion

Dec 2008 - Jan 2009

National Employment Savings Trust

Marketing Manager-Product & Scheme Promotion The new national pension accounts service, formally rolled out in 2012. NEST pension will fit in with the overall UK pension Reform strategy planned for 2012. www.nestpensions.org.uk

- Originating content, scope and development for new website including, core messaging and compelling value propositions, support delivery of strategic planning and tactical communications for the new Scheme strategy (viewed by the board), increasing awareness of the NEST brand.
- Presenting the new brand creatively as part of a comprehensive internal engagement communications plan.

Marketing Project Manager-Corporate Banking

Jun 2008 - Oct 2008

The Royal Bank of Scotland Group

Marketing Project Manager-Corporate Banking RBS deliver financing, risk management and investment services to corporations, governments and financial institutions worldwide. www.rbs.co.uk

- Project managing, end to end a change management communications campaign for the launch of a new corporate online banking service. Migration of over 6K corporate customers to the online service, driving project through to phase III. Working closely with senior management, key stakeholders, project team and external agencies reporting on status/progress, resulting in a smooth and efficient process.

Marketing Manager- B2B/Advisory

Jun 2007 - Apr 2008

Prudential Assurance Co Ltd

Marketing Manager-Adviser/B2B Communications An international financial services group with operations in Asia, the USA and the UK serving approximately 25mn customers and have £ 340bn AUM. www.prudential.co.uk

- Leading strategic development and execution of marketing effort across all media for a new product launch. Project member of 18 reporting on status and progress of marketing activity including; a suite of new sales communications, generating 214 leads in first week of launch, and re-establishing Pru's position as leaders in retirement.
- Driving delivery/planning of overall E-communications campaign, brochures, sales aids and web content to Advisory market. Creating presentations / sales tool kit for use in B2B market, increasing product knowledge with sales team/IFAs
- Creation and distribution of highly regulated collateral, facilitating access to sales team to aid business generation.
- Achieved regulatory Financial Promotions Approval status (Prudential examination).

Marketing Manager-Marketing Communications

Mar 2007 - May 2007

Climate Change Capital Ltd

Marketing Manager-Marketing Communications Environmental investment manager and advisory group specialising in opportunities generated by the global transition to a low carbon economy and manages funds with US\$1. 5bn. www.climatechangecapital.com

- Reporting to the Head of Marketing. Managing design/production of exhibition stand from ideas through to execution for an international exhibition at Carbon Expo in Germany. Planning/coordinating logistics, implementing timelines/deliverables. Managing suppliers, sourcing and coordinating speaker opportunities on time and to budget.

Marketing Manager-Marketing

Aug 2006 - Nov 2006

Cinven Ltd

Marketing Manager-Marketing A leading European private equity firm. They acquire companies that require an equity investment of funds of € 100 million or more. www.cinven.com

- Reporting to the Director of Marketing. Member of Marketing Committee. Overall management of marketing function for Europe. Producing and updating key literature, ensuring full compliance with regulatory requirements. Driving content and messaging of web site, strengthening brand presence within the European market.

Senior Marketing Analyst

Sep 1999 - Aug 2006

JP Morgan Asset & Wealth Management

Senior Marketing Analyst A global leader in asset and wealth management services to institutions, individuals and financial intermediaries. With operations in 60 countries and AUM of \$1.3 trillion. www.jpmorgan.com

- Global role responsible for 7 European markets. Accountable for project management, design, production, print buying, managing quality, fulfilment, budget control, stakeholder/agency management, global distribution of marketing collateral and rebranding in 9 languages, across 10 product ranges for 2 heritage firms, sourcing suppliers, negotiating contracts and finalising SLAs, obtaining best service and value for money.
- Managing timetable of deliverables from brief to completion, on time and within budget. Producing collateral for B2B/B2C markets, brand guardian to internal/external clients, ensuring brand uniformity in UK/internationally.
- Managing and building strong internal/external relationships, creating smooth, efficient processes / procedures.
- Committee member for; Legal Requirements, Diversity, Work life balance / BAU increasing efficiencies, saving time and money.

Dec 1992 until Aug 1999: Gap year - Royal Caribbean Cruise Liners. Worked/studied in Spain 2 years. Freelancer.

Training

Seminars 2012: Social Media Week, Social Media World Forum, Technology for Marketing/Online Marketing & Affiliate Marketing, The Business 2012, How to develop a complete Social Media strategy within Financial Services,

Workshops 2011: *Marketing for free, The website brand journey, Strategic Social media for business, Videos for online marketing, 7 Key benefits for using social media to grow your business, Marketing that works*

World Internet Summit/ Driving Traffic to your website - London,

Editing & Proof-reading - Southgate College

The Chartered Institute of **Marketing DipM, MCIM, accredited Chartered Marketer**

Project Management/ Print Buying and Production/Artwork to Print/Time Management

Diploma in Spanish - La Escuela Oficial de Idiomas, Spain / **RSA CTEFLA** - International House, Spain