

# LISA JONES

Senior Marketing Manager  
B2B Marketing Specialist



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541 Finchley Gardens  
London, UK E20 3JL

Tel: 0208.555.5555  
lsjones@gmail.com

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Five years of senior-level management experience highlighted by successes in marketing to a diverse range of B2B and B2C target markets. Fast track and sales-focused career totals seven years of consistently delivering measurable business development results by using broad range of skills and experience that cover the entire marketing mix. Creative thinker and hands-on leader who inspires team members to reach their potential and exceed expectations. Key credentials include:

- ✓ Strategic Market Planning
- ✓ Revenue & Market Growth
- ✓ New Product / Service Launch
- ✓ Market Identification & Penetration
- ✓ Product Positioning
- ✓ Regional / Global Area Management
- ✓ Campaign / Project Management
- ✓ Recruitment & Team Training
- ✓ Website Development & Implementation
- ✓ Events, Seminars, & Exhibitions

## CAREER HIGHLIGHTS

- ✓ Achieved revenue targets of £12M year-on-year for last three years.
- ✓ Generated £900K in sales via new website whilst reducing costs by £80K in 2006.
- ✓ Secured £800K worth of marketing-based business during 2005 to 2007.
- ✓ Recruit, train, and motivate teams that exceed targets by +10%.
- ✓ Won national service awards in 2006 and “Best Companies” recognition in 2006 and 2007.

## EXPERIENCE

**TRAINPROS LTD.,** London  
*Services: Culture change and training.*

*January 2005 to Present*

### HEAD OF MARKETING

Promoted from Senior Marketing Manager to this strategic role with budget accountability for £800K. Working with board of directors, manage marketing function for 11 distinct brands. Develop products, ensure revenue streams and RoI, and increase brand equity. Target diverse B2B and B2C customer segments. Built 12-member sales and marketing team (PR, marketing, customer care, and telesales).

- ✓ Created and implemented full-scale marketing plan with winning marketing strategies and campaigns that achieved revenue targets of £10M. Within 12 months, 25% of revenue was derived from new business and team delivered a referral level of 83%.
- ✓ Developed six websites and 10 mini-sites, devised innovative e-marketing strategy and website optimisation programme, and redirected all marketing online, which added £500K in revenue and £40K in cost reduction.
- ✓ Tendered, pitched, and won £350K of marketing-based business.
- ✓ Organised 20 highly successful events, from showcases to customer experiences to large-scale seminars. Each event gained 100% uptake within a week and generated more than £100K.
- ✓ Re-branded organisation, developed new brand strategy; streamlined brands from 11 down to four.
- ✓ Improved productivity by sourcing and implementing bespoke CRM system.
- ✓ Played key role in company winning awards, including 36<sup>th</sup> place in The Times Top 100, two National Business Awards, and a Management Today Customer Service Excellence Award.

## EXPERIENCE CONTINUED

**KOOLEX SOFTWARE LTD.,** Birmingham  
*Products/services: CRM and software consultancy.*

*March 2002 to July 2004*

### MARKETING MANAGER

Challenged to secure large business contracts with big brands in retail within 12 months. Established and delivered marketing plans that achieved corporate objectives in a dynamic business environment.

- ✓ Gained £10M worth of financial wins, including large contract with Tesco by developing a new series of breakfast briefing events and corporate presentations. Established opportunities with key decision makers. Wrote and pitched 12 in-depth proposals and tenders.
- ✓ Sourced successful suppliers and agencies that delivered key results and pushed through a lucrative partnership agreement with Scale Force Ltd.
- ✓ Created new corporate website, re-positioned the company's services, and re-designed/wrote copy.

**DATASCOPE LTD.,** Professional Services Division, Trent  
*Services: Global information consultancy.*

*July 2000 to February 2002*

### GLOBAL MARKETING EXECUTIVE

Role included PR Manager for professional services in the USA, UK, Europe, and Hong Kong, and Brand Manager for online products. Organised exhibitions, gaining global sponsorship opportunities in Birmingham, London, Paris, and Hong Kong.

- ✓ Launched datascope.com. Developed the e-marketing and direct marketing plans, as well as writing the content and managing the budget.
- ✓ Promoted twice after revitalising sales team's results as Marketing Co-ordinator and again after successes as the USA Marketing Executive.

## EDUCATION & TRAINING

### CIM Post Graduate Diploma

Chartered Institute of Marketing, London Business School (2002)

### Bachelor of Arts (BA) in Business Administration

Selected for prestigious one-year placement at Reuters in Paris.  
Trent University (2000)

## ADDITIONAL INFORMATION

**Computing:** Office Software (MS Word, Excel, and PowerPoint).  
Desktop Publishing (QuarkXPress and CorelDRAW).  
Databases (Sales Logix, Siebel, and Lotus).

**Languages:** Fluent written and spoken French.

**Driving:** Driver's licence since 1997.

**Interests:** Running marathons for charity events.

## CLIENT SUMMARY

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All of Lisa's target jobs required five years of senior-level experience, so we highlighted her number of years' experience in the first paragraph.

She will be submitting this résumé to job boards, so a keyword section was included. This also enables Lisa to make quick edits to suit specific company jargon.

In the next section, Career Highlights, she can also make changes. These points bring her most relevant achievements to the forefront.

A brief description of her companies' services/products was used to further match her experience to target jobs in specialised markets.

This résumé is targeted to the UK job market, so UK spelling (e.g., *specialised*, *programme*) and words (e.g., *whilst*) were used. Industry jargon and acronyms (e.g., *B2B*, *B2C*, *RoI*, and *PR*) were used and were not "written out in full" because these terms are widely used at all levels in the sales and marketing sector.

For numbers, we wrote out numbers from 1 to 9 and used numerals for 10 and above.

The formatting includes her chartered marketer logo, which is impressive to those in her industry and often a job criterion.

The section titles are colour-matched to the logo and use Georgia font with a light shadow. The body text is in Times New Roman 11 pt because it is an easy-to-read font for both human eyes and OCR scanners. The tick marks (✓) as bullet points are eye-catching, but not distracting.

Sales and marketing is a creative industry, but hiring managers in the UK also want a high level of traditional business professionalism in the presentation of documents.