

# Chloë Garrett-Dyke

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## Summary

- ✓ Highly skilled and passionate marketer with excellent commercial awareness
- ✓ 10+ years' marketing experience gained in a variety of industries including business services, software, technology and manufacturing
- ✓ Fully competent across the complete marketing mix including; Strategic Planning, Digital Marketing (SEO, PPC, Digital Content, Social Media), PR, Direct marketing, Event Management, Budget Planning & Control
- ✓ Leadership and people management
- ✓ Results driven – in-depth data analysis with reporting and presentation of findings to C-Level execs
- ✓ CIM Qualified
- ✓ Professional, hard-working individual who develops strong, productive and enjoyable working relationships

## Key Achievements

- 1. Creation & execution of successful, integrated global digital marketing strategy for West Control Solutions (Danaher).**
  - Website Traffic Results: increase in visits of 384% YoY 2012 to 2013
  - Lead Generation Results:
    - > increase in leads of 1,317% YoY in 2013 (4,478) from 2012 (340)
    - > 5,363 leads generated in 2014 YTD (October 2014)
- 2. Successfully transforming performance of US region in 12 months from 35% of target in 2009 to 124% of target in 2010**
  - Geographical restructuring of client accounts with Strategic Account Managers to improve efficiencies
  - Marketing Strategy with highly targeted, vertical specific integrated campaigns
  - Team building events to improve morale and team performance
  - Collaborative working with US Country Manager
- 3. Event management for NetNames at INTA (Global trademark exhibition with c.10,000 delegates)**

12 month review of ROI equalled 413%  
Remaining open opportunities were equal to 1,337% ROI (with a typical sales cycle of 18-24 months)
- 4. Silver Award in Roses Advertising Awards 2011**

Commissioned award winning creative design for an advertising campaign, NetNames, "Meet the Team".
- 5. Runner Up at Software Satisfaction Awards 2009 in two categories for Mardak Ltd (Mid-Range Accounting Software and Paperless Office Software).**

*Mardak was the only industry specific product entered and beat competition from extremely established products with a much larger user base.*

## Work Experience

### Head of Marketing and Inside Sales (EMEA)

West Control Solutions (Danaher Corporation), Brighton, UK

*Jul 2011 - Present*

Industrial Manufacturing

- ✓ **Digital Content/PR**  
Creation and roll out of digital content calendar | Research and copywrite whitepapers | Interview customers and internal specialists | Brief and/or copywrite case studies and application stories | Product press releases and product launches | Customer eNewsletters and eshot communications | Proof reading and editing
- ✓ **Social Media**  
Creation of social media strategy | Identifying appropriate platforms | Using social tools to pinpoint target individuals with high social authority | Writing and creating engaging content | Scheduling communications in line with peak activity times of followers | Reporting and analysis
- ✓ **Paid Search (PPC)**  
Set up and in-house management of Google AdWords campaigns | Keyword analysis and negative keyword identification | On-going analysis to drive improved Campaign/AdGroup structure | AdGroups | A/B Split Testing of ad copy and landing pages to improve conversion rates
- ✓ **SEO**  
Identification of target keywords using search query tools | Optimisation of existing site content and structure | Creation of new content to deliver solution based content to targeted search queries | On-going analysis of SEO performance using Searchlight Conductor Platform | Keeping up-to-date with Google updates including Panda, Penguin and Hummingbird
- ✓ **Website Development**  
Creation and management of 4 language variation websites | Usability and information architecture | Customer profiling and customer journeys | Design, look and feel | Generating effective calls to action (CTA) for onsite conversion | Ongoing maintenance and SEO
- ✓ **Internal Communications**  
Chaired internal communications focus groups | Implemented Associate Newsletter | Introduced photographic organisation chart | Restructured All Associates' Meeting | Set up internal communications team to work on changes
- ✓ **Budget Reporting**  
Analysis of budget spend during previous financial year | Annual budget pitch and creation | Prioritising of spend during periods of cost restrictions | ROI analysis and reporting

### Marketing Manager (USA & Nordics)

NetNames London, UK

*Nov 2009 – Jun 2011*

Corporate Domain Name Management & Online Brand Protection Services

- ✓ **Marketing Strategy**  
Competitor, market and economic landscape research | In-depth analysis of key regions (USA, UK & Germany) | Customer sales analysis | Client satisfaction surveys | Creation of country specific integrated marketing plans
- ✓ **Online Marketing**  
SEO | Regionally targeted and multi-language Google PPC campaigns | Social Media - Twitter, LinkedIn | Banner advertising
- ✓ **PR**  
Creation of press schedule for media | Ghost writing articles for international trademark press | Copywriting press releases | News stories for website and distribution
- ✓ **Marketing Collateral**  
Redesign of company brochures | White papers | Case studies
- ✓ **Event Management**  
Exhibiting at international events with c. 10,000 delegates | Hosting European seminar series in Scandinavia | Corporate hospitality | Internal team building events
- ✓ **Direct Marketing**  
Email marketing to clients and prospects using html email application | Lead generation | Tracking and analysis
- ✓ **Website Management**  
Creation of new website in 8 languages | Website Updates using CMS | Google Analytics for reporting
- ✓ **Advertising**  
Selecting of key media for advertising | Briefing design of adverts | ROI Analysis
- ✓ **New Product Development**  
Identify new products | Market Analysis | Product Launches

## Work Experience Cont.

### Marketing Manager

*Feb 2007 – Nov 2009*

Mardak Ltd (now Integrity Software), Horsham, UK

Accounting Software for the UK Construction Industry

- ✓ Research, Strategy & Planning
- ✓ Website Development & Management
- ✓ PR
- ✓ Online Marketing (Google PPC, Yahoo Sponsored Search, SEO, banner advertising)
- ✓ Direct Marketing
- ✓ Event Management

### Marketing Executive,

*Jun 2005 – Nov 2006*

Lee & Plumpton Ltd, Norwich, UK

Office Furniture Manufacturer – Channel Marketing

- ✓ New Product Development
- ✓ Creative Design & Graphic Design Service for Channel Partners
- ✓ Internal Marketing and Communications
- ✓ Budget Management

### Marketing Assistant

*(Temporary Contract) Apr 2005 – Jun 2005*

Bernard Matthews Ltd, Norwich, UK

FMCG Food Manufacturer

- ✓ Competitor Analysis for New Products
- ✓ Competitor Analysis for Pricing
- ✓ Labels and Packaging

### Marketing Assistant

*Jan 2004 – Apr 2005*

Signs Express Ltd, Norwich, UK

National Sign Making Franchise – Head Office (75 franchisees)

- ✓ Direct Mail
- ✓ Yellow Pages Account Management
- ✓ Create Design & Advertising
- ✓ PR
- ✓ Website Management
- ✓ Event Management

## Education

- ✓ **Google Analytics**  
101 & 201, Google AdWords 101 & 201, February 2012. iVantage, London
- ✓ **Danaher SEO & PPC 4 day Bootcamp**  
September 2013. Frankfurt, Germany
- ✓ **CIM Professional Diploma in Marketing**  
September 2008 – September 2009. Oxford College of Marketing, Brighton Campus
- ✓ **BA in Politics – 2:2 Honours**  
September 1999 – June 2002. University of East Anglia, Norwich
- ✓ **3 'A' Levels (English Literature, History, Politics)**
- ✓ **9 GCSES (English Literature, English Language, Maths, Science (double), History, Classics, French, Textiles)**  
September 1992 – June 1999. Simon Langton Girls' Grammar School, Canterbury, Kent

## Computer Packages

- ✓ **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, Acrobat)
- ✓ **Content Management Systems (CMS)** (Silverstripe, Drupal, Ektron, 1&1 domain, Wordpress, Infogluue, Bespoke)
- ✓ **CRM Systems** (Salesforce, Act!, Microsoft Dynamics, Superoffice)
- ✓ **Digital Marketing Tools** (FollowerWonk, Google Analytics, Google Trends, Hootsuite, HubSpot, Searchlight Conductor, SEO Moz, Tweetdeck, Webmaster Tools)
- ✓ **Email Platforms** (Globase, Communigator, GraphicMail, HubSpot, Pure360, MailChimp)
- ✓ **Microsoft Office** (Outlook, Word, Excel, Powerpoint)

## Professional Memberships

- ✓ Chartered Institute of Marketing
- ✓ British Red Cross – Qualified First Aider
- ✓ CIEH Level 2 Award in Health and Safety

## Interests

- ✓ Food (Cooking, growing vegetables, eating out, travelling to new countries)
- ✓ Fitness (Netball, running; 10Ks, parkrun and half marathon in 2015, Climbed 3 Peaks in 2013)
- ✓ Music (Gigs, DJing, music biographies and documentaries, festivals)