**Curriculum Vitae**

**Carl Eaton**

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**Personal Profile**

I am a multilingual Marketing Manager with 15 years’ worth of experience working in a Marketing environment. I am enthusiastic and passionate about Marketing and like to keep up to date with new and existing trends and updates by reading the CIM and Marketing focussed websites on a regular basis. I am CIM-qualified, receiving a Merit in my Diploma in Professional Marketing.

**Key Achievements**

* **Increasing turnover** from £500,000 to £5 million over three years through organic and inorganic growth.
* **Increasing social media followers** by 16% year on year through engaging and relevant content YoY.
* **Increased machine utilisation** from 30% to 80% over six months.
* **Relaunched a website** on the Magento platform with over 300,000 different products.
* **Successfully delivered** a 60m2 stand at an exhibition in Birmingham with an ROI of 34% over 24 months.

**Professional Experience**

**Profit & loss accountability** – complete departmental responsibility. Monitored expenses and resource allocation. Cemented business partnerships. Had control over hiring and budgets. Demonstrated strong leadership skills. Took personal responsibility for end results.

**Business growth** – drove business growth by working in collaboration with sales director and developed marketing strategies that were designed to improve targets and profitability and improve lead generation.

**Change management / internal communications** – developed an internal communications strategy to create a collaborative work culture to drive an internal culture change and increase employee engagement.

**Marketing strategy** – contributed to the strategic direction of the company by planning, designing and executing multiple strategies for the various divisions of the business, designed for business growth through collaboration and market research. Developed various strategies for different business units, based on their audience, products / services, micro- and macroenvironments.

**Events and exhibitions** – total responsibility for organising all types of events and exhibitions, ranging from pre-marketing to follow. Made decisions on the most beneficial events to attend. Latest exhibition was organising participation at Railtex at the NEC in Birmingham with a 60m2 stand.

**Marketing insights** – researched and analysed a variety of markets for the different divisions in order to make well-informed decisions on commercial opportunities and what the best way to target potential customers were.

**Marketing automation** – proactively sought ways to automate the marketing process of the customer’s journey, either through existing technologies or through the emergence of AI.

**Project Management** – acquired a clear understanding of the basic elements required with project management, which in turn allowed me to deliver a number of projects on time and on budget

**Marketing budget** – constructed and controlled numerous Marketing budgets in order to ensure marketing activities were delivered on time and within budget whilst achieving KPIs

**Public Relations** – created a PR schedule for various brands and products across the different seasons / cycles and keeping up to date with the public relations database (Vuelio). Also wrote compelling press releases, maintaining and building relationships with publishers and seeking out potential newsworthy topics for publication.

**Marketing campaigns** – planned, designed and executed innovative marketing campaigns as part of the individual marketing strategies across multiple divisions / brands – collaborated with divisional sales managers / directors. Campaigns have included using tactics in the most effective way. Channels included email marketing, traditional mail shots and exhibitions to name a few.

**Digital Marketing** – full digital marketing responsibility across a variety of **social media** channels (Facebook, Instagram, Twitter, LinkedIn). Oversaw all **website** activity; created product pages, wrote **blogs** and news pieces, along with driving content. Improved and maintained **SEO** through research and reviewing of short and longtail keywords. Managed **PPC** directly and most recently through an agency to maximise ROI. Developed an **email marketing** strategy and content plan with very lucrative ROI.

**Branding** – assisted in devising and maintaining existing brand guidelines in order to ensure that there was consistency across promotional activity and that the brands became more established in their respective fields.

**Copy writing / Content creation** – wrote copy for various channels, including: email campaigns, website, brochures, flyers – ensure that the tone was always kept appropriate for the various channels.

**Agencies (PR, Website, Design, Printing)** – sourced potential agencies, managed their assignments and projects on a day-to-day basis, negotiated terms and best prices.

**CRM** – acted as a CRM champion / ambassador within Marketing and company-wide to promote the correct usage and benefits of the system. Used systems to analyse and monitor sales and customer data to segment, target and promote appropriately.

**Team Management / mentoring** – mentored and managed various teams in different roles. Faced very differing personalities, which have required much different styles of management in order to bring out their full potential.

**KPIs, analysis and reporting** – designed and achieved a number of KPIs as agreed with Directors. As part of continuous improvement, a number of reports were created which ran at different frequencies in order to review the efficacy of Marketing activity, modify and calibrate accordingly. Metrics were extracted from different sources, e.g., sales figures, web clicks, open rates, etc, and worked on improving results, such as implementing split testing and personalisation.

**Photography** – cooperated with the Head of Design in order to get a brief of requirements. Staged photo shoots and selected the imagery which best represented the products.

**Collateral management** – worked alongside the Commercial Manager and Head of Design; briefed the Design team in order to create new collateral as well as curating from existing assets.

**Competitor analysis** – analysis of competitor products and activities. Monitored and deduced competitor strengths and weaknesses through product and service ranges, promotional activity and pricing, etc in order to improve our own image and service.

**Industry and market analysis** – analysed the market and identified product opportunities for new and existing products. Identified factors which influenced the market, such as customer needs, product applications, legislative drivers and incentives, installation practices and environmental issues.

**Product development** – developed and managed industry leading product technologies for the UK market.

**Phase in phase out** – introduced new products to market in conjunction with the Brand marketing teams and other internal departments as well as advised on what products to divest in.

**Product life cycle** – managed and monitored the product life cycle of a range of gas products. The role gave me the ability to influence major new products in addition to supporting existing product ranges in the market.

**Sales monitoring** – monitored Product sales volumes, margins and reliability performance and managed resolution of all product specification and reliability issues in the field by working closely with all internal stakeholders, group programme management, quality and R&D.

**Employment History**

**January 2020 – present Tidyco**

**Marketing Manager**

Tidyco is a family-owned company, which has been providing the rail industry with hydraulic hose assemblies for a number of years. In recent times they have entered into other industries, such as climate control, automotive and rail overhaul.

**January 2019 – December 2019 Hubaco Ltd / Terra Nova Equipment Ltd**

**Marketing Manager**

Hubaco owns brands such as Terra Nova, Wild Country and Extremities as well as YourSchoolUniform.com. Specialising in tent and protection for head and hands, the company possesses Guinness World records for manufacturing the world’s lightest tent.

**April 2018 – August 2018 Rompa Ltd**

**Marketing Manager**

Rompa Ltd is a leading provider of multi-sensory environments as well as and foremost supplier of the Snoezelen® range of products. In addition, their other brand Winslow provides resources and information for therapists and the healthcare industries.

**November 2016 – January 2018 Vaillant Group (maternity cover)**

**Product Manager**

The Vaillant Group is one of the leading suppliers of gas boilers in the country, supplying brands such as Vaillant, Glow-worm and Heatline across thousands of households across the UK (and the world).

**July 2012 – November 2016 AFI group of companies**

**Marketing Manager (Sales Division)**

AFI group of companies is a leading provider in the powered access industry. The four core propositions include hire, sales, training and safety.

**September 2011 – December 2011 Serco plc (temporary contract)**

**Marketing Executive**

**February 2011 – August 2011 EZE IT Ltd (temporary contract)**

**Marketing Executive**

**September 2010 – February 2011 Allied Maxcut Engineering Ltd (temporary contract)**

**Marketing Coordinator**

**June 2008 – April 2010 Sandvik Mining & Construction Ltd**

**Marketing Coordinator**

**Education & Qualifications**

**2021 CIM Diploma in Professional Marketing – Merit**

MMC Learning

**2004 – 2008 BA Honours French & German – 2:2**

The University of Manchester

**2002 – 2004 A-Levels: French (B), German (C) & Spanish (B)**

Ashby Grammar School

**1998 – 2002 12 GCSEs (A\* - C) – English (B), Maths (C), Science (CC)**

Granville Community School

I am competent in the full range of the Microsoft Office Package: Word, Publisher, Access, PowerPoint, Excel and Outlook as well as experienced in using Lotus Notes and CRM systems, e.g. Microsoft Dynamics. I have a basic understanding of the Adobe Creative Suite.

**Voluntary Work**

**Hasland Theatre Company and The Playhouse** – elected a committee member to promote and publicise the profile of both the theatre group and the Playhouse. Primary aim is to sell out every show and to increase the rental income from the Playhouse as a commercial venue.

**Interests:**

I have a wide variety of interests, which are constantly growing. I am a keen learner so I often have my head in a book. I also enjoy tailoring, learning languages, socialising, travelling, dining out and attending the gym.

**Languages:**

English - native language

German - fluent

French - fluent

Swedish - fluent

Spanish - intermediate

Danish - beginner

Dutch - beginner

**References:**

Available on request