

# Maxine Curry

## Head of Marketing

### AREAS OF EXPERTISE

Marketing campaigns

Banding

Online advertising

Sales management

Campaign activity

Account management

### PROFESSIONAL

PRINCE2

MSP qualification

### PERSONAL SKILLS

Passionate

Forward thinking

Focused

Hard working

### CONTACT

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The Big Peg  
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Driving license: Yes  
Nationality: British

### PERSONAL SUMMARY

A proven leader who has a strong understanding of what makes a great user experience and who possesses the technical knowledge to develop and design state of the art marketing campaigns. During her career Maxine has worked with a large number of local and national SME's in a range of industry sectors. She is an expert at using the very latest management tools to get everyone in a sales team pushing in the same direction. Right now she is looking for a suitable position with an ambitious company that wants to recruit talented managers who give as much as they take.

### WORK EXPERIENCE

#### Company name – Birmingham

HEAD OF MARKETING      Jun 2013 – Present

Directly responsible for leading a team of diverse professionals and of coming up with new and innovative ways of capturing the interest of potential customers.

#### Duties:

- Carrying out Market Research, competitor analysis and customer surveys.
- Supporting the design and implementation of integral marketing strategies.
- Manage campaign activity to drive brand awareness and customer acquisition through SEO, PPC and Social ad campaigns.
- Always looking for ways to increase performance and search engine optimisation.
- Developing marketing activity across print, media and digital channels.
- Attending meetings with clients and explaining in detail to them how our company can push their business forward.
- Optimizing engaging online content by creating relevant links & interesting articles.
- Establishing and developing best practices for campaign management.
- Attending external trade events where the company is promoted to potential clients.
- Managing the all year round advertising requirements for the organisation, across print, outdoor and digital platforms.

#### Company name - Location

JOB TITLE      Employment dates (i.e. Aug 2011 – Jun 2013)

### KEY SKILLS AND COMPETENCIES

- Able to turn data into regular management reports to help drive improvements across the marketing department.
- Aware of issues of equality and diversity and be sensitive to cultural differences.
- Proficient project management skills with the ability to manage & execute marketing activity on time and on budget.
- Always leading by example and being professional in all actions.

### ACADEMIC QUALIFICATIONS

*Nuneaton University*      2008 - 2011  
BSc (Hons)      Project Management

*Coventry Central College*      2005 - 2008  
A levels:  
Maths (A) English (B) Technology (B) Science (C)

REFERENCES – Available on request.



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