

LAURA ANDREWS

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Marketing Manager & CRM Specialist

PROFILE

Commercial Marketing Manager with experience leading strategic marketing, brand development, CRM transformation and digital growth across B2B organisations within the education, engineering and construction sectors. I own and deliver marketing strategy and budgets, working closely with senior leadership to align marketing activity with commercial objectives while creating engaging customer experiences.

I combine creative thinking with commercial insight, leading brand development, multi-channel campaigns, and digital marketing alongside CRM strategy, marketing automation and business process improvement. My approach is collaborative, data-driven and customer-focused, using insight, creativity and technology to strengthen brands, improve business performance and enable teams to work more effectively.

I lead by bringing people together, encouraging curiosity, continuous improvement and shared ownership to deliver meaningful business outcomes.

EXPERIENCE

FORWARD EDUCATION

MARKETING MANAGER | APRIL 2024 TO PRESENT

Own the marketing strategy, budget and execution, working alongside the General Manager and Senior Leadership Team to align marketing activity with wider commercial objectives. Lead brand development, campaign planning, CRM strategy, product launches and digital marketing while managing external partners and developing cross-functional initiatives that improve customer experience and business performance.

KEY ACHIEVEMENTS

- **Led a business-wide HubSpot CRM transformation**, migrating over 40,000 customer records, designing the CRM architecture, implementing ERP integration and embedding new processes across Sales, Customer Service and Operations.
- Contributed to **19.6% website sales growth (2024–25) and 28.1% year-to-date growth (2025–26)** through integrated marketing strategy, website optimisation, and multi-channel campaigns.
- **Designed CRM automations** that removed approximately 420 hours of manual reporting annually, while saving account managers an estimated 100 hours per person each year through workflow optimisation and improved data management.
- **Delivered targeted multi-channel campaigns** supporting commercial priorities, including a recycling legislation campaign generating 381 marketing-qualified leads with a 23% conversion rate.
- Led the **creative direction and delivery of three product catalogues** with over 8,000 products, collaborating with Procurement, Sales, external designers and Product Management to improve customer experience and support commercial growth.
- Managed a **full company rebrand and Shopify website migration**, ensuring brand consistency across digital, print and customer communications.
- **Developed and delivered organisation-wide HubSpot training**, supporting user adoption across Sales, Customer Service and Operations through workshops, documentation and ongoing coaching.
- **Managed external agencies and specialist partners** across design, print, CRM implementation, integrations and web development to deliver strategic marketing project

PURPLESECTOR

MARKETING MANAGER | AUGUST 2023 TO APRIL 2024

Created **strategic marketing content** supporting business growth across digital transformation and technology projects, producing technical case studies, presentations, thought leadership and brand assets aligned with commercial objectives.

Collaborated with designers, developers and senior stakeholders to deliver **engaging marketing communications** while supporting employer branding, market positioning, and client engagement.

MT COLD STORAGE SOLUTIONS

MARKETING MANAGER | FEB 2022 TO JULY 2023

Owned the company's marketing strategy, managing campaigns, websites, e-commerce, content, SEO, agency relationships and internal communications while supporting business growth through commercially focused marketing and brand development.

KEY ACHIEVEMENTS

- Developed and delivered **integrated marketing strategies** aligned with business objectives, supporting continued expansion into new markets and product categories.
- **Managed company websites and e-commerce platforms**, overseeing SEO improvements, external developers and ongoing optimisation.
- Planned and delivered **multi-channel marketing campaigns** across email, digital, social media, print and content marketing.
- Produced technical case studies, customer success stories, branded collateral and SEO-focused **content supporting lead generation and sales activity**.
- **Delivered board-level marketing and sales reporting**, providing commercial insight and campaign performance analysis.
- Introduced **employee engagement initiatives** including an internal intranet, incentive programme and communications campaigns to strengthen company culture.

SALES & MARKETING MANAGER | SALES & MARKETING EXECUTIVE | MARKETING EXECUTIVE | MARCH 2016 – AUGUST 2023

Reduced outsourced marketing dependency by bringing marketing activities in-house, developing internal capability, **coaching a marketing apprentice** and improving cost efficiency while expanding the company's digital marketing activity.

Led the **implementation of the company's first HubSpot CRM**, improving lead management, sales visibility and marketing automation while supporting business-wide adoption.

Established the company's **first in-house marketing function**, developing digital marketing, content strategy, website management and external communications.

TECHNICAL SKILLS

Hubspot
Content & Copywriting
Wordpress & Woo-commerce
Shopify
Google Analytics (GA4)
Social media marketing
Microsoft Suite
Adobe Suite
Klaviyo
PageTiger
Canva
Confluence / Notion
Monday / Asana / Jira / Trello
Procreate

PERSONAL SKILLS

Communication
Organisation & prioritisation
Leadership
Presentation skills
Team building & collaboration
Time management
Proofreading
Prioritisation
Training delivery
Creativity
Project Management

EDUCATION

CIM CHARTERED INSTITUTE OF MARKETING

Level 4 Professional Marketing Distinction - 2018 to 2019

FALMOUTH UNIVERSITY

Bachelor of Arts Digital Animation First - 2012 to 2015

WORCESTER SIXTH FORM COLLEGE

A Levels - Graphic Design (A*), Photography (A), English Language & Literature (A)