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16 October 2026

Mr Daniel Ferreira
Marketing Director
Oakfield Outdoor Living
Unit 9, Ladywood Park
Birmingham B16 9ZX

Dear Mr Ferreira

Application for Head of Marketing

I am applying for the Head of Marketing post at Oakfield Outdoor Living. I have nine years in consumer marketing, the last three as marketing manager at Greywell Kitchenware, where I plan a £1.2 million budget and lead a team of four.

Since 2023 I have moved our spend to channels we can measure. After testing both in 2024, I moved £180,000 a year from print catalogues to email and paid social, and online sales grew from £3.1 million in 2023 to £4.6 million in 2025. I report every campaign's results to our board each month.

In 2025 I launched 11 product ranges, each with pricing research, retailer sell-in packs and a launch campaign. Your plan to sell direct as well as through garden centres is the shift I have led at Greywell, and I would like to bring it to a brand with your range.

My CV is attached. I would welcome the chance to talk about your plans for next season. Thank you for considering my application.

Yours sincerely

Natalie Brennan