Natalie Brennan

Marketing Manager

Birmingham · 07700 900267 · natalie.brennan@example.com · linkedin.com/in/natalie-brennan-example

Profile

Marketing manager with nine years in consumer marketing, the last three running marketing for a kitchenware brand sold online and through UK retailers. Plans the yearly strategy and a £1.2 million budget, leads a team of four and launched 11 product ranges in 2025. Online sales grew from £3.1 million in 2023 to £4.6 million in 2025 after spend moved from print to search, email and social. Looking for a head of marketing post.

Experience

Marketing Manager, *Greywell Kitchenware, Birmingham* **2023–present**

- Plan the yearly marketing strategy and a £1.2 million budget across paid search, social, email, retail promotions and trade shows.
- Launched 11 product ranges in 2025, from pricing research to retailer sell-in packs and launch campaigns.
- Approve every campaign's content, budget and targets, and lead two marketing executives, a designer and a copywriter.
- Brief and manage a paid search agency and a PR agency, with monthly reviews against cost per sale and coverage.
- Report campaign results to the board each month; online sales grew from £3.1 million in 2023 to £4.6 million in 2025.
- Moved £180,000 a year from print catalogues to email and paid social after testing both in 2024.

Senior Marketing Executive, *Greywell Kitchenware, Birmingham* **2020–2023**

- Ran email and social campaigns and grew the email list from 40,000 to 115,000 subscribers.

Marketing Executive, *Arden Leisure Centres, Solihull* **2017–2020**

- Membership campaigns, the website and local press for six leisure centres.

Education

CIM Level 6 Diploma in Professional Marketing, *Chartered Institute of Marketing* **2022**

BA (Hons) Business and Marketing, 2:1, *Trentvale University* **2014–2017**

Skills

- Marketing strategy and yearly planning
- Budgets up to £1.2 million
- Product launches and retailer sell-in
- Google Ads, Meta ads and Klaviyo email
- Briefing and managing agencies
- Reporting in Google Analytics 4 and Looker Studio

Additional information

Member of the Chartered Institute of Marketing (MCIM). Line manager for four people.