

Contact

Manchester
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Skills

- Email marketing and A/B testing
- Copywriting and editing
- Campaign planning and reporting
- Event and volunteer coordination

Tools

- HubSpot and Mailchimp
- Google Analytics 4 and Looker Studio
- Canva and Figma basics
- WordPress

Languages

- English (native)
- Malayalam (conversational)

Profile

Marketing executive with four years in B2B and charity marketing, running email, social and event campaigns from brief to report. Writes clear copy, builds simple dashboards and works closely with sales and fundraising teams. Looking for a marketing role with more ownership of campaign planning and budgets.

Experience

Marketing Executive

Northfold Software, Manchester · May 2024–present

- Plan and send a monthly email programme to 18,000 customers; raised the click rate from 2.1% to 3.4% by testing subject lines and shorter layouts.
- Run the LinkedIn and webinar calendar with two product managers, writing the posts and landing pages.
- Build a weekly campaign dashboard in Looker Studio for the sales director.

Marketing Assistant

Canal Street Trust, Manchester · September 2022–April 2024

- Coordinated the spring appeal across email, social media and print, working to a £6,000 budget.
- Recruited and briefed 25 volunteers for two fundraising events.
- Rewrote the volunteer pages on the website with the digital officer, cutting enquiry emails about the same questions.

Education

BA (Hons) Business and Marketing, 2:1

Pennine Metropolitan University · 2019–2022

A levels: Business, English Literature, Psychology

St Anne's Sixth Form · 2019