

*I am a CIM qualified Marketer with 6 years marketing experience. Results driven with excellent agency management skills, I am a confident and personable communicator. My ideas and enthusiasm have contributed significantly to the success of the brands I have worked on. I combine a good eye for detail with a cool head under pressure, and the ability to provide strategic and tactical solutions to business problems.*

## Education & Professional Qualifications

<b>CIM Professional Diploma in Marketing</b>	2006 – 2008
<b>Online Marketing and Search Engine Optimisation Course</b>	2008
<b>CIM Copywriting Course</b>	2008
<b>BA (Hons) Business &amp; Tourism Management 2:1, University of Brighton</b>	1998 - 2001

## Employment History

### University of Brighton

**Faculty Marketing Officer** Aug 09 – present

Fixed term contract at the University of Brighton, responsible for the marketing planning and campaign implementation for the Faculty of Education, Service Management and Sport.

#### Responsibilities include:

- Producing the faculty marketing plan, setting out the marketing priorities for the year.
- Ideas generation and concept development aimed at growing brand awareness and improving student recruitment.
- Implementation of large-scale marketing campaigns, incorporating print, online, radio, social media and partnership marketing.
- Reviewing and reporting on the effectiveness of marketing campaigns and presenting recommendations to Heads of School and Marketing Director.
- Management of Marketing Assistant, marketing agencies and marketing partnerships.

## Post-redundancy Interim Positions

<b>Online Marketing (Usability/ SEO/ PPC)</b>	Target Tuberculosis, Voluntary Position	May 09 - Aug 09
<b>Web Editor/ Copywriter</b>	Neighbo.com, Freelance Position	Apr 09 - Aug 09

## Island Cruises - Cruise Division of First Choice Holidays

**Marketing Services Manager** Mar 07 - Mar 09

Responsible for the allocation of a £500k marketing budget, I have an excellent track record in developing and delivering large-scale B2C and B2B marketing campaigns on time, on brand and to budget, including advertising campaigns, direct mail, point of sale material, partnership marketing, brochure production and online marketing.

#### Responsibilities included:

- Brand management across all areas of the business.
- Management of Marketing Assistant, marketing agencies and marketing partnerships.
- Ideas generation and concept development aimed at growing brand awareness and volume of sales.
- B2B and B2C advertising campaigns; concept development, final sign-off and ad placement in national and regional publications.
- Management of direct mail and door drop campaigns.
- Online marketing; SEO and PPC projects managed through agencies, website usability studies.
- Management of B2C email campaigns and newsletters aimed at customer retention and direct sales.
- Brochure budgeting, scheduling and production; 8 print runs, totalling 2 million brochures per annum.
- Measuring and reporting on campaign effectiveness and ROI.
- Market and competitor research.

### Key achievements:

- ✓ Launched new sales brochure concept, responsible for increased sales volumes of £250k per annum.
- ✓ Project-led full re-branding exercise across all areas of the business, re-igniting trade and consumer interest in the brand and significantly improving performance against main competitors.
- ✓ Commissioned and managed the most successful on-board photoshoot to date. One week of coordinating 6 models, Photographer, Art Director, on-board staff and paying cruise customers.

### Island Cruises – Cruise Division of First Choice Holidays

#### Marketing Executive

Jun 04 – Mar 07

Promoted to Marketing Services Manager in March 2007.

#### Responsibilities included:

- Management of website content: Keeping product information up-to-date, copywriting and editing, image selection, conducting website usability studies.
- Brochure production; agency management, critical assessment of content and layout, copywriting and editing, print and paper procurement, press passing.
- Provided significant input into the pitching process for taking on new marketing agencies.
- Proactively built and maintained good working relationships with agencies, suppliers and partners.
- Conducted regular analysis on campaign effectiveness, competitor activity and market trends.
- Delivered innovative and eye-catching point of sale material to improve brand presence at trade shows and in travel agent shops.

#### Sales and Marketing Assistant

SkiBound, First Choice Holidays

Mar 03 – Jun 04

#### Customer Services

Kimberly-Clark

Apr 02 – Mar 03

#### Account Manager / Disputes Rep.

American Express

Oct 01 – Apr 02

### About Me



Living in Brighton, I spend as much time as I can by the sea and dabble in digital photography and painting. In an attempt to balance the fun with the useful, I also study advanced level German at evening class. I was born in Denmark and passionate about all things Scandinavian; culture, cuisine and interior design. I'm fluent in Danish and speak Swedish, Norwegian and German.

### IT Skills

MAC and PC literate with a good understanding of Google Analytics and Google Adwords. Proficient in Microsoft Office (Word, Excel, PowerPoint, Outlook) and Photoshop.

### Contact Details

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**Moving to Colchester**

### References

Available upon request.