

CURRICULUM VITAE

Kathryn Young

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Personal

Results-orientated Digital Marketing Manager who drives company growth through creative and innovative cross-channel marketing strategy and communications planning. Proven success in both B2B and B2C verticals. Recently generated over £250K in a 4-month investment campaign for NextGen Nano through mixed paid media strategy and CRM implementation. Recognised team-builder, creating a multi-disciplinary marketing function from scratch to servicing a business with a T/O of £63M. Confident networker and brand guardian, with a Master's in Digital Marketing and passion for data-driven insights.

Employment History

May. 2018 – Present: **Digital Marketing Freelancer & Copywriter, *Self-employed***
kathrynyoungmarketing.com

Digital marketing management consultant working across a diverse mix of clients in SaaS, investment, ecommerce, manufacturing, higher education and retail. Working closely within internal marketing and senior management teams to provide actionable insights and deliver improved return on investment. Key areas of expertise include SEM, SEO, PPC, Content Marketing, Email Marketing, CRM and complex customer lifecycles.

Oct. 2012 – May. 2018: **Head of Marketing, *Manchester Metropolitan University***
mmu.ac.uk

Responsible for developing and delivering an effective multi-media marketing and communications strategy for the University's Business and Law Schools (joint T/O £63M). Led in the development and enactment of a strategic marketing and communications plan, which was then rolled out across the wider university. Responsible for student recruitment (including international), B2B opportunities, student experience, setup and launch of Degree Apprenticeships and alumni relationships and development.

- Direct line-management of a multi-disciplinary marketing team of 15 employees and several third-party relationships
- Working collaboratively with central marketing team and regional stakeholders to deliver best-in-class campaigns for Manchester
- Management marketing budget (£250K+)
- Digital communication management, paid, owned and earned (e-mail marketing campaigns, website, social media, SEO, PPC etc.)
- Offline marketing material management (design, publication production, copywriting and edit)
- Internal and external event and PR management
- CRM implantation (Salesforce) and data ongoing analysis

Oct. 2011 – Oct. 2012: **Marketing & Corporate Relations Manager, University of Central Lancashire, Preston.**
uclan.ac.uk

Responsible for overall marketing strategy and business development and management of the departmental website, advertising, PR, email, social media accounts, events and marketing materials. Implemented CRM system for client management

Nov. 2009 – Oct. 2011: **Senior Recruitment Consultant, Huxley Associates, Manchester.**
sthree.com

Senior consultant recruiting and headhunting senior engineers within the Supply Chain market, covering the North West and Yorkshire. Secured over £200K of revenue and mentored 6 members of the team

Oct. 2006 – April. 2009: **Student Brand Manager, Graduate Jobs.com, London**
graduatejobs.com

Set up their Campus Brand Manager ambassador scheme promoting GraduateJobs across UK Universities, recruiting 148 brand managers.

Education and Qualifications:

Sep. 2014 - Sep. 2016 Manchester Met University – MSc in Digital Marketing, 1st with Distinction.
Sep. 2006 - Jun. 2009: University of Manchester – BA (Hons) in English and Drama, 2:1.
Sep. 2004 - Jun. 2006: Farnborough Sixth Form College – 4 A-levels & 2 AS-Levels.
Sep. 2002 - May 2004: Farnborough Hill – 10 GCSEs grade A* - B.

Other Skills/Training:

- Google Certified in Google Ads Search, Google Ads Display, Google Ads Shopping
- Competent in all aspects of MSOffice, Adobe, Corel Draw and other Digital Marketing software such as GA, GSC, Salesforce, MailChimp, WordPress, HubSpot, Google AdWords, paid social etc.
- Institute of Leadership and Management Level 3 – April 2014 – High Pass
- Search Engine Optimisation Training – TheEWord – June 2014 – Pass
- Advancing Your Leadership and Management – Manchester Met – November 2013
- Coaching and Training – Manchester Met – November 2013
- Recruitment Panel Training – Manchester Met – January 2013
- Advanced Negotiation Skills - SThree Group - November 2011
- Sales and Marketing Training - SThree Group - February 2010
- Advanced Sales Training - SThree Group - October 2009
- I am also first aid trained and hold a clean UK driving license

Interests:

Sailing, Theatre, Reading, Music and Creative Writing.

Sailing: All my life I have been a keen sailor, racing dinghies at national and international level. With an instructor's ticket, I have also taught sailing in the UK and Greece. More recently, I achieved my dream of buying a sailing boat of my own, a Victoria 34 named 'Caladh'.

- References:** [Julia Clarke](#), Pro-Vice Chancellor & Dean of Faculty of Business and Law at Manchester Metropolitan University (Julia managed Kathryn directly)
"As our Faculty Marketing Manager, Kathryn transformed our marketing proposition so activity was effectively aligned to strategy. She built and managed her own great team as well as delivering huge improvements in our internal communications to benefit the wider workforce. Kathryn is a creative marketeer and excellent project manager who always delivers."
Sept 2, 2018
- [Liz Gorb](#), Director of Apprenticeships at Manchester Metropolitan University (Liz worked in the same team)
"Very bright, talented, committed, a highly skilled digital marketing expert and communicator, Kath is a great colleague who you would always want on your team."
Aug 27, 2018
- [Farshad Qasim](#), Freelance Graphic Designer at SounDesign (Farshad reported to Kathryn)
"Only a few people have the opportunity to report to a manager who also acts as a mentor and a great advisor, but I did when I worked for Kathryn. Kathryn is one of those rare managers who naturally serves the team as an inspiring coach but also acts as the go-to person for solving any problems that may occur from the marketing work assigned to serve the Centre's strategy. Her ability to manage multiple projects for the Centre was impressive and made an effective difference in the productivity level of our marketing team. Kathryn would be a true asset for any position and company requiring marketing and management. Any employee would be lucky to have her as a manager and a true friend."
May 1, 2015
- [Dionne Anderson](#), Freelance Marketing Consultant at Cardea Solutions (Dionne reported to Kathryn)
"Kathryn epitomises managerial excellence, providing many opportunities to learn, manage and grow during my time at the Centre for Enterprise. Never dismissive or too busy to answer questions, (despite the many project deadlines) Kathryn made sure we were able to actively contribute to all areas of the CfE's strategic vision. Ensuring that I was recognised as a valuable team member by the executive management team, I was able to establish strong relationships with all stakeholder groups across the university and with external partners. I will come away from this role having not only developed professionally but personally as well, recognising the traits required if I should ever hope to be as revered and talented a leader as Kathryn."
April 10, 2014
- [Luisa Guerra](#), Fashion Communicator at Iconoclast Daily (Luisa reported to Kathryn)
"I worked with Kathryn for almost a year during my internship at the Centre for Enterprise. As my manager, she introduced to me new concepts and gave me the opportunity to put them into practice. She actively included me in the development strategy of CfE and indirectly taught me how to be stern yet easy going professional, while liaising with different team players within the University. She constantly encouraged my creativity and work/life goals, advising and supporting me as I worked towards them. I am very thankful to Kathryn for all of the knowledge she shared with me and helping me find the right career path."
April 13, 2013
- [Professor Simon Robertshaw](#), Dean of Arts & Digital Industries at UEL (Simon managed Kathryn)
"Kathryn proved to be an invaluable part of the Sandbox team. Her commitment and professional ability are of the highest standard. I would recommend her in any capacity in engaging clients or industry. She is also friendly and a great sense of humour!"
October 1, 2012

Further references available upon request