

OWEN DALE

Fron Heulog, Llanellian-yn-Rhos
Conwy LL29 8UY

E: owendale@hotmail.co.uk
T: 07545 841 170

PERSONAL PROFILE

I am an experienced, highly motivated and enthusiastic marketing professional with a track record of success in developing and managing innovative and creative marketing projects and campaigns across the UK and worldwide. I am experienced in leadership and management. I have been successful, for over ten years, in managing marketing campaigns and projects in a commercial environment based on the need for results and growth.

In my current role, I am the director of a digital marketing consultancy Made Easy Group Ltd providing marketing support to a number of organisations across a range of disciplines from website design and build and ongoing SEO and PPC development. I am also a part time sessional lecturer in marketing at Glyndwr University and North Wales Business Academy (NWBA) mentor.

Through my academic and commercial experience I have a thorough grasp of management and business principles and practice as they apply to a wide range of commercial contexts.

I am committed to lifelong learning and have pursued a full programme of professional development throughout my career. Building on my BSc in Business and Management my MSc in Marketing has provided the opportunity to reflect on my experience as a marketing manager from an academic perspective and to strengthen my chosen specialist business area with in-depth study.

Through my work with the Chartered Institute of Marketing I have deepened my understanding of all aspects of marketing and I have a comprehensive knowledge of the role and importance of marketing in the development of successful business and management strategies.

CAREER HISTORY

2016 – Present: Director – Made Easy Group Ltd

- Director and principle consultant providing marketing support to a number of organisations
- Services include website design and build, conversion optimisation, SEO and PPC development

KEY ACHIEVEMENTS:

Played a key role in developing new e-commerce B2B catalogue website launched June 2017. Worked with client and developer from scoping initial wireframes, site design and build. Involved in launch campaigns, driving new user sign ups as well as setting up Adwords campaigns with conversion tracking.

2016 – Present: Lecturer in Business – Glyndwr University

- Responsible for delivering Advertising & Branding (Level 4), Strategic Marketing (Level 6), Strategic Marketing (Level 7) and CIM Professional Certificate Integrated Communications.
- Lead lecturer for the CIM Digital Diploma in Professional Marketing
- Responsible for creating schemes of work, creating and marking student exams and assignments and providing tutor support to students.
- Business mentor for four businesses undergoing the Strategic Business Analysis phase of the NWBA program in North-West Wales

KEY ACHIEVEMENTS:

Delivered lectures on a number of undergraduate, postgraduate and professional modules with excellent feedback from students and staff. In my time at Glyndwr University I was shortlisted for Business School lecturer of the year. I have been able to use my up to date experience of the commercial world to provide practical and informed support in my role as a mentor on the NWBA program for four businesses across North-West Wales.

2009 – 2016: UK Marketing Manager – FS Cables (Caplink Ltd)

- Responsibility for all aspects of marketing activity reporting to the Managing Director working in conjunction with production and sales
- Member of the senior management team, shaping company-wide strategy, managing change, providing leadership and strategic direction
- Developing and implementing successful marketing campaigns across existing end-user and reseller markets, creating new market opportunities and managing new product promotions
- Leading the marketing team motivating and monitoring staff and recruitment
- A lead role in the FS Cables Apprenticeship Programme – coaching and mentoring marketing apprentice staff as well as other apprentices throughout the company

KEY ACHIEVEMENTS:

Consistently meeting and exceeding KPI targets for lead generation and sales. Identified and co-ordinated entry into the building and lighting control market, taking existing products under a new brand 'Tru'. Launched Tru brand from design stage to £3m sales in 2 years. FS Cables have achieved yearly sales growth of approximately 10-15%.

2006 – 2009 Marketing Executive - FS Cables (Caplink Ltd)

- Executing marketing strategy in three key UK markets – engineering and manufacture, electrical contracting and reseller channels
- Supporting the sales team through lead generation across a number of campaigns including direct mail, PR and trade press advertising and exhibitions
- Acquired extensive knowledge and experience of B2B marketing

KEY ACHIEVEMENTS:

Responsible for production of industry leading 'Little Red Book' cabling guide. Designed and executed email campaigns, analysed and monitored performance. Planned and attended exhibitions and industry trade shows. Introduced and edited company newsletter 'Wired'. Created copy including technical articles, case studies, product launches and opinion articles for trade press and website blog.

Provided reports, presentations, market research, analysis and insight. Lead role in website design and build, development for SEO and managing paid search campaigns.

2005 – 2006 Marketing Executive – Moose Golf Clothing Ltd

- Gained valuable introduction, knowledge and experience of B2C marketing
- Reporting to the Marketing Director I assisted in a range of promotional activities for a leisure and sports clothing brand

KEY ACHIEVEMENTS:

Assisted in developing and executing direct mail campaigns for the spring clothing range. Contributed to production of seasonal catalogues. I planned, organised and attended UK and overseas exhibitions including the PGA Merchandise Exhibition in Orlando. Increased sales in overseas reseller markets in Spain, Denmark and Czech Republic. I met and exceeded personal sales targets selling directly to end-user customers.

EDUCATION AND TRAINING

2015 – The University of Hertfordshire – MSc Marketing (Distinction Equivalent)

2005 – University of East Anglia – BSc Business and Management Studies (2:1)

2000 – The Cavendish School, Hemel Hempstead – 3 A-Levels, 7 GCSEs

PROFESSIONAL DEVELOPMENT

2012 – Present – Chartered Institute of Marketing Postgraduate Diploma

Analysis & Decision	Exam June 2017
Marketing Leadership and Planning	Grade A
Managing Corporate Reputation	Grade A
Emerging Themes	Grade C

Google Adwords Certified 2015

CIM Advanced Digital Marketing 2013

Leading with Impact (Leadership Trust) 2011

Management into Leadership, (Pinnacle RTK) 2009

I am a member of the Chartered Institute of Marketing

OTHER DETAILS

Full, clean UK driving licence. My interests include technology and new media. I am familiar with a number of CMS platforms and enjoy website design and coding. My hobbies include running, cycling and hill walking.

References available on request