

## Profile

A dynamic marketing professional with an abundance of initiative and drive. Highly persuasive and influential with excellent communication and interpersonal skills. A creative, innovative thinker with a commercial attitude to marketing plus a proven track record of success. Loves the work she does and always strives to do it to the best of her ability.

## Abilities Summary

- 15 years marketing experience, 8 at senior level
- Excellent strategic business planning and campaign implementation and management
- Good internal communication – cultural, sales and motivation
- Strong team management and development
- Hands on with a can-do attitude
- Channel and partner network development
- Brand development
- Internet and e-marketing
- Financial planning and P&L responsibility
- Event/Conference planning, production and management (100 – 4,000 delegates)
- Hospitality at senior level
- Copy-writing, design, production and print
- Press relations and advertising
- Targeted direct mail and client specific tailored marketing
- Senior management and board level communication
- Broad marketing communication skills
- Day to day practical issues
- Supplier relationships and management
- PowerPoint Training
- Influential
- Persuasive

## Achievements Summary

**GlaxoSmithKline:** GSK received a high number of leads following the launch of their collaboration tools to their top 1000 VP's. One lead received at the event, has adopted the tools and their first project working collaboratively saved them just over £1.6 Million.

**Corporate Innovations:** Re-branding increased interest from the media and new customers. Tailored key account marketing strategy increased number of large corporate businesses. Improved customer communication increases incremental business and successfully helped raise finance for recent MBO.

**Netspace UK:** Media relations and PR increased media attention and exceeded franchisee appointments target within the first 6 months of trading.

**eSys Distribution:** Advertising campaign created a three-fold increase in incoming calls and eSys are now one of the UK's largest PC component distributors in the UK.

**Triaster:** New Internet increased UK leads by 50% and 5 UK partners signed up within 12 months. Marketing encouraged independent finance for product development.

**Compel:** Team development enabled 30% increase in vendor marketing funds and soft margin for investment back into Compel.

**CHS Electronics:** CHS 2 day conference (4,000 delegates over two days) generated an increase in new customers and the event became self-funding within 2 years.

## Freelance Marketing Assignments (sample)

Jan 2002 – present

**Internal launch Manager – GlaxoSmithKline** The GSK collaboration team were launching a range of internal collaboration tools which were going to reduce the amount of travel for senior VP's and Managers, enable project teams to work smarter both internally and with external suppliers. The objectives for the project were to officially launch GSK's internal collaboration tools to their top 1000 senior VPs and directors - worldwide. To create a launch platform in keeping with GSK's brand values "to improve the quality of human life by enabling people to do more, feel better and live longer". I worked with the collaboration team to develop messages and design concepts for communication collateral to launch the GSK Collaboration tools internally to GSK senior personnel and managers. I developed a range of collateral which the GSK collaboration team could use at the company conference in Orlando and also for continual use throughout 2004. These included event invitations, product cards, folders, giveaways and promotional material such as posters and handouts. As part of the GSK collaboration project team for this launch, I was also responsible for designing and building a 100M<sup>2</sup> launch platform for the conference in Orlando. The event attracted a high number of quality leads over 2 days, one lead received on the stand has already adopted the tools and their first collaborative project saved them just over £1.6 million.

**Brand development, marketing strategy and communications planning - Corporate Innovations (Event management)** A medium sized successful event company in need of an effective marketing strategy to help them develop and grow their business through marketing. I worked with their board members to research and develop a marketing strategy which would achieve their business objectives and documented a 3 year marketing plan. During my time with CI I developed their new corporate brand and implemented it across the entire business. I created a new Internet site which enabled them to promote all their event services and hospitality programmes leading to an increase in the number of leads they now receive through their site. A new company electronic presentation with full movie capacity was developed to demonstrate professional and exciting case studies to their prospective clients and I was responsible for the copy-writing and design of their new marketing collateral which was received with great interest by both their existing clients and prospects. The re-branding and strategy work has increased the number of enquiries from the media and in PR coverage generating new business as a result. It has also enabled the CI management team to successfully raise finance and head an MBO which was completed early 2002.

**Public Relations Manager - Netspace – Master franchisee (Internet and on-line marketing consultancy)**. The UK master franchisee of US based Internet franchise consultancy needed to raise their profile in the franchise arena to promote the potential of the Internet and on-line marketing, plus recruit business entrepreneurs to take up franchisees throughout the UK. I worked directly with the MD to develop a PR strategy. My role was to develop relationships with relevant national press, specialist media and franchise governing bodies. I wrote all Netspace's press releases, articles and advertisements plus organised exhibitions and conferences. As a direct result of the PR work, within the first three months Netspace saw a massive increase in media interest and published articles, so much so that they have appointed 12 franchisees in their first 6 months of trading and are continuing to receive a regular flow of very high quality enquiries.

**Campaign Manager - eSys Distribution (PC components distributor)**. New to the UK, eSys needed a range of advertisements to promote their very comprehensive range of products to market (reseller channel). I worked with eSys to develop a strategy for the campaign and a creative brief. I wrote all the copy for their advertisement and managed all the suppliers involved in the campaign including: creative agencies, manufacturers, media booking direct with the publications and the publication printers. I developed a series of professional and eye-catching advertisements that would generate interest and make the phone ring. As a direct result of the campaign the volume of calls to the eSys sales line increased 3 fold and they have quickly become one of the largest PC component distributors in the UK.

## Employment History

### **Marketing Manager - April 2001 – January 2002 - Triaster Limited (Software Developer)**

As Marketing Manager and a member of the senior management team it was my responsibility to work closely with the Directors to develop and implement the Triaster marketing strategy and communication plan. The role covered a broad mix of marketing communications and strategy with specific activities such as brand development, copy-writing, design, production and print of all collateral, dm and advertising, plus copy-writing software user manuals and training manuals. I was responsible for all channel and partner network development and set up a partner programme to encourage interest in becoming a Triaster partner and we secured 5 partners in the first 12 months which exceeded all expectations. I organised and managed exhibitions, conferences and internal seminars as well as training and product presentations. I developed an Internet strategy and produced an exciting website which delivered an increase of over 50% of high quality leads of both customers and partners interested in the product. Due to the success of the marketing programmes and the brand development, Triaster successfully secured investment from independent financiers for continual development of the product.

### **Head of Marketing - July 1999 – January 2001 (Compel – IT Reseller)**

As Head of Marketing for Compel my managerial responsibilities included motivating and developing a small, inexperienced and neglected marketing team. Compel's marketing was 100% funded by their vendors and part of my role was to encourage these vendors to provide Compel with additional marketing funds. To enable me to do this I had to develop the confidence that my team had ability to deliver creative, innovative and results driven marketing programmes. Through a providing a fresh management approach to the team, plus support and training, the team's confidence quickly rose, as did their ability to deliver. We implemented KPI's for each campaign we ran enabling us to demonstrate our ability to generate business for our vendors. And for Compel. Within 18 months we managed to increase Compel's marketing income by 40% and increased the number of vendors providing marketing funds.

### **Marketing Manager - November 1990 – July 1999 - CHS Electronics (IT Distributor)**

I joined CHS in 1990 as Marketing Executive reporting directly to the Marketing Director, a small specialist distributor. Through sales growth and acquisition the company rose to a £400m turnover in the UK by 1992, as did my role to Marketing Manager. The role incorporated P&L responsibility, team management of 11, vendor relationships and fund management. In addition to the full marketing mix I was responsible for developing, planning and managing the CHS annual 2 day conference 'Sellteach' where 4,000 delegates over 2 days visited the conference to see over 50 vendors(exhibitors) and 1000 different product lines. We held training sessions throughout the conference and managed accommodation for over 600 delegates. The conference was supported by vendor funds and by the end of the 2<sup>nd</sup> year the event was making a small profit. As a direct result of the event CHS saw an increase in new customers and actual sales at the conference increased year on year. CHS was bought in 1993.

### **Other Positions**

Hogg Robinson Travel (Travel)  
Serono Diagnostics (Medical)

Marketing Assistant – Retail, Marketing Executive - Business Travel  
Marketing Secretary /Assistant

### **Interests / Hobbies**

Socialising, Horse Riding, Cycling and my family

### **PERSONAL DETAILS**

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