

JOANNE PINKNEY

MARKETING DIRECTOR

PROFILE

Creative and organised Marketing Director with over 20 years' experience in education, technology and supporting small to medium businesses.

EDUCATION

Kingston University

PG Certificate in Leadership

University of Lincoln

BA Hons Marketing

Wyke Sixth Form College

A-level Law, Media Studies and Business Studies

Sydney Smith School

9 GCSE's @ C and above including Maths and English

CONTACT

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CAREER HISTORY

Director

Pinx Creative | July 2015 to date

- Small marketing agency where I consult on a freelance basis with businesses looking for interim or contract marketing support. Portfolio available at www.pinxcreative.co.uk
- Marketing activity planning and development
- Design and branding
- Digital marketing
- Content creation, PR, and communications.

Marketing Director

Remit Group - April 2017 | January 2019

- Marketing strategy development and execution
- Responsible for leading a project to reposition the organisation due to changes driven by Government funding of Apprenticeships (the Apprenticeship Levy). The project specifically saw the achievement of the following:
 - A new brand developed (in-house) and launched to better attract both learners and large Levy paying employers
 - Digital transformation project encompassing the development of a new web platform with integration to CRM and recruitment software to support lead generation
 - Implementation of a videography function within the team to enable the capture of video-based content for marketing campaigns
 - Development of a set of core market campaigns to support large employer attraction including Roundtables, events and digital campaigns
- The role also involved being the key point of contact for working with large employer clients and supporting them to market their programmes internally. Successfully supported with the implementation of major apprenticeship programmes in Scania, Morrisons, Nandos and Wagamama.
- Management and leadership of a team of 8 and annual budget and function.

KEY SKILLS

- Marketing strategy & planning
- Digital marketing
- Content creation
- Lead generation
- Marketing management
- Leadership
- PR and communications
- Agency Management
- Interims
- Website build and SEO.

PERSONAL DEVELOPMENT

- Safeguarding, Equality and Diversity
- Pragmatic Marketing Foundation
- Pragmatic Marketing Market
- Accrue Fulton Creativity Programme
- Ian Farmer Sales Training
- Content ETC copywriting training
- Miller Heiman Sales Professional
- Tribal Managers into Leaders Programme
- Tribal Management Programme including Recruitment and Selection, Disciplinary and Grievance and Performance Management.

INTERESTS

Full clean driving license and own vehicle. Interests include exercise, travel, films and music.

REFERENCES

Several references are available on request.

CAREER HISTORY

Group Marketing and Communications Director

Tribal Group | July 2011 to July 2015

- Budgetary and board-level leadership of central group marketing and communications function. Circa £1.3m spend and 10 heads in multiple locations
- Strategic marketing planning to support global business
- Development and implementation of large-scale marketing projects including product launches, strategic campaigns and internal improvements to improve effectiveness and reduce costs
- Project management of large scale events including presence and attendance at overseas events and hosting of large scale customer conferences up to 300 people (5 per annum)
- Management of Tribal Group brand portfolio of 20 brands across 3 core markets including major brand development and launch in 2013 and management of brand integration for ongoing acquisition companies
- Website development and management including website redevelopment
- Management of group PR function including two external suppliers and monitoring of proactive, crisis and investor-related PR
- Management of internal communications strategy in partnership with Group HR Director to support improving employee engagement including major staff and board level events and in-house charity
- Partner, subscription, agency and supplier management for group marketing to ensure maximum value.

Other roles

Tribal Group

- Head of Marketing, Education – 2008 to 2011
- Group Marketing Manager (secondment) 2008
- Marketing Manager Education - 2006 to 2009
- Sector Marketing Manager Technology - 2006
- Events Manager - 2005.

SITS Ltd

- Marketing Co-ordinator - 2001 - 2005

ICM Computer Group

- Marketing Executive - 1998 - 2001

Other:

- Various retail and hospitality roles 1992 - 1998