**Elizabeth Osborn**

**Personal details**

**Availability:** Immediately

**Phone number:** +44 7340 903171

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**Summary**

Data-driven marketer with 6 years of experience in email marketing, social media, content creation, SEO and more. Proven track record in developing and executing successful, creative campaigns and managing end-to-end communications to drive business growth. Well-versed in marketing best practices, stakeholder management and collaborating with cross-functional teams. An exceptional verbal and written communicator with strong organisational skills and attention to detail.

**Education**
**Bachelor of Business, University of Technology Sydney**Graduated November 2017

* Major: Marketing Communications
* Sub major: Events Management

**Higher School Certificate, Ravenswood School for Girls**

Graduated November 2014

**Experience**

**Consumer Marketing Manager, Pureprofile**

January 2022 - June 2023

* Developed marketing plans for the launch of seven SaaS research panels and advised partners on how to boost revenue and customer loyalty
* Managed end-to-end member communications, including recruitment, onboarding, engagement and retention campaigns
* Designed unique email strategies for different audience segments to increase member engagement
* Created and managed paid social media and Google search (PPC) recruitment campaigns
* Enhanced brand awareness and built an engaged member community on social media
* Optimised the website utilising a robust SEO strategy
* Managed the graphic design team to create eye-catching creative assets
* Conducted regular reporting to inform strategic planning and maximise ROI
* Achievements:
	+ Successfully reactivated members from hard-to-reach groups across multiple regions (the UK, US and AU) through targeted email marketing campaigns
	+ Launched seven partner panels with leading brands across the UK, AU and NZ, ensuring brand alignment (ie. Australia’s largest loyalty program, Flybuys)
	+ Launched Pureprofile on TikTok, gaining 1K organic followers in three months

**Marketing Coordinator (B2B), Pureprofile**

February 2020 - January 2022

* Created engaging content for B2B marketing initiatives including blogs, infographics, case studies, email newsletters and presentations
* Launched new business website with a robust SEO strategy
* Grew brand presence on B2B social media channels (LinkedIn and Twitter)
* Monitored the marketing budget and kept the Marketing Calendar up-to-date with all projects
* Planned upcoming thought-leadership content, research white papers, investor marketing and product launches in collaboration with PR agency
* Managed CRM system, creating segmented lists for lead nurturing and personalised content
* Achievements:
	+ Project-managed the redesign of Pureprofile's Investor Centre
	+ Produced a series of COVID-19 infographics utilised in a weekly segment on TV
	+ Pureprofile being featured in numerous reputable publications (The Financial Review, Nine News, The Times and more)

**Marketing Coordinator (B2B), SPM Assets**

March 2018 – February 2020

* Successfully launched a new product, promoted to clients through a series of webinars
* Curated website content, including blogs, case studies and thought-leadership pieces
* Enhanced the company's LinkedIn presence through content marketing
* Crafted monthly newsletters and produced reports on marketing activities

**Event Marketing Intern (Amex Openair Cinema), Fairfax Media**

August 2017 – December 2017

* Managed the Instagram and Facebook pages for the event, created and planned content
* Suggested copy for partners to use across various platforms to promote the event
* Designed and executed the launch email campaign

**Social Media and Marketing Communications Intern, United Cellars**

April 2017 – July 2017

* Wrote engaging copy for the Facebook and Instagram pages
* Researched and compiled tasting notes for events
* Assisted with the organisation and hosting of company events

**Strengths**

* Excellent communication skills, both written and verbal
* Team player who is skilled in collaborating with diverse groups
* Exceptional ability to multitask and prioritise workload
* Strong attention to detail

| **Technical skills*** MS Office (advanced)
* Hootsuite (advanced)
* CMS systems - WordPress (intermediate)
 | * Google Analytics (intermediate)
* MailChimp (intermediate)
* CRM systems - Hubspot, Pardot and Salesforce (intermediate)
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