**CATHERINE OKONKWO**

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**EDUCATION  
University of Central Lancashire**:  
Biomedical Science BSc (Hons) 2:1

**Loreto** **College**:  
A-Levels: English Literature (A\*), Biology (A), Chemistry (B)

**Stretford Grammar School**:  
GCSE’S: 9A\*s and 1A (including English and Maths)

AgilePM® Foundation Certificate  
AgilePM® Practitioner Certificate

**PERSONAL PROFILE**A highly motivated and solution-driven individual. An organised and exceptionally creative person with innovative ideas and a meticulous eye for detail, ensuring high quality contributions within an organisation.  
A highly social, friendly individual with excellent communication skills both written and verbal, which enables me to work collaboratively within a team. A dynamic personality who easily adapts to circumstances and operates seamlessly under pressure whilst working proactively to deliver the required outcome.  
Described by previous employers as a fast learner with great interpersonal skills and a proactive attitude. I thrive in fast-paced environments and enjoy being part of a team or effectively working alone to achieve success. I am enthused to join an ambitious organisation where I can apply and advance my expertise to make an enduring impact.

**WORK EXPERIENCE**

**Vimeo, B2B Marketing Manager (Demand Generation) for EMEA** Dec 2022 - Present

* Developed and facilitated compelling webinar programming with the right mix of storytelling and customer experiences by featuring thought leaders and product experts which successfully captured audience interest, drove attendance, engagement and generated leads
* Ideated, managed and hosted live external virtual events such as a 4-part series called ‘The Attention Grab’ and ‘Make it meaningful’ webinar which in total generated £326k in the pipeline
* Learned to use Vimeo's live event production tool in 1 month and successfully produced several webinars including the ‘Interactive Video for Retail’ webinar series in English, German and French
* Managed website re-platform project which led to better performance and scalability
* Responsible for designing, creating visually appealing webinar landing pages using Figma and ModWorld as well as writing the landing page copy that was both captivating and true to brand voice
* Developed and implemented scalable and repeatable processes that made event planning, production and promotion more efficient and effective across EMEA
* Led end to end planning for B2B in-person events ranging from small business brunches and intimate trade shows to large scale conferences such as ‘IBC’, ’MIPCOM’ ‘The Internal Communications Conference’ and ‘The B2B Marketing Expo’
* Used data and metrics from Salesforce and Tableau to measure campaign performance for strategy optimisation
* Took up the additional responsibility of thoroughly researching industry topics in order to write compelling and relevant copy for the sales team to post on LinkedIn which helped boost organic inbound lead generation
* Partnered with sales and performance marketing teams and wrote outreach sequence email copy to drive audience acquisition both pre- and post-event which in 2 instances led to surpassing the registrant goal by 142% despite the paid promotion budget being revoked at the last minute
* Cross-functional collaboration with internal teams, running quality assurance to test promotional assets across various platforms such as Marketo, Salesforce and Outreach
* Responsible for carrying out planning in accordance with the company’s needs, including setting goals and objectives, defining roles, producing schedules and timelines for tasks using tools, such as Gantt charts and Asana boards
* Responsible for writing copy for all event email deployments such as pre-event invitations, reminders, promotion and post-event outreach sequences which were sent out to target audiences

**Vimeo, Sr. B2B Marketing Associate for Europe, Middle East, and Africa (EMEA).** Dec 2021 - Dec 2022

* Managed demand generation and cross-channel registration strategy for live-streamed webinars and virtual events across two product lines
* Drove 4.7k registrations for Vimeo’s tentpole virtual event, surpassing the goal by 190%, resulting in £365k in the pipeline
* Created email marketing strategies for product launches throughout the year
* Managed paid LinkedIn advertising, increasing leads by 235%, with a form completion rate of 25% (benchmark: 8-10%) and an average CTR that was 2.5x higher than similar companies
* Managed Vimeo’s email marketing program across two product lines
* Worked on all elements of event production including supplier liaisons for booths and merchandise, event ideation, budget formation, audio-visual (AV) planning, delegate registration, content creation and planning
* Collaborated with various partners including TikTok, Duolingo, Marketing Week and Engage Business media (EBM) to create and execute captivating webinar series and facilitated successful conference sponsorships which generated £705k in pipeline
* Built, managed and maintained professional working relationships with event companies, third-party suppliers and both internal and external event thought leadership speakers

**Moona Payment, SME Sales and Partnerships Manager** Jan 2021 - Dec 2021

* Responsible for cultivating, maintaining and developing relationships among business partners
* Sourced new sales opportunities through inbound lead follow-up and outbound cold calls and emails
* Utilised CRM software to monitor interactions with clients and potential partners
* Maintained a forward-thinking, start-up mentality and was able to implement new additions to the business model and product
* Actively negotiated and maintained new agreements with merchants
* Developed and implemented Moona’s commercial strategy in order to expand the reach of the partnerships, both to increase the reach of policies and strategies and to increase income generation from non-member subscription sources
* Created a systematic, process-driven approach to partner outreach and relationship management
* Collaborated with senior management and other marketing teammates to align internal goals with new and existing partner relationships
* Negotiated and finalised deals in accordance with company’s contract guidelines and policies
* Delivered a great experience to partners by building rapport effectively
* Forecasted, measured, and reported the results of various projects with partners

**MiniMe Marketing and PR Consultancy, Marketing Intern** Feb 2019- Jan 2021

* Researched market news relevant to clients’ business to recommend innovative strategies to grow client base through social media marketing
* Contributed to thriving sales by providing great customer service and effectively meeting the needs of clients needing assistance
* Created engaging written and graphic content in the form of e-newsletters, web pages, blog contents and social media messages
* Organised customer data into Excel spreadsheets to ensure effective analysis could take place to drive sales growth
* Learnt how to use database systems and technology in place to provide excellent client care
* Prioritised and processed orders and requests submitted via multiple streams- telephone, email, live chat etc
* Managed and updated company database and customer relationship management systems (CRM)
* Prepared and proof-read effective promotional presentations
* Monitored all social media platforms for trending news and ideas
* Worked on Hootsuite to develop content calendars on a weekly and monthly basis for clients.

**Manchester City Football Club, Associate Sales Manager** Sept 2018 - Feb 2019

* Cross-sold products to increase purchase amounts, Interacted with customers in a friendly manner responding to questions, improving engagement with merchandise, Introduced promotions and opportunities to customers,Maintained excellent relationships with customers through outstanding customer service, Monitored performance of sales representatives, Met sales quotas to make sure that the company was selling enough product.

**LazyGurl Collection, Creative Director**  Sept 2018 - Oct 2020

* Responsible for creating high-quality, innovative and shareable static and video content for various platforms, to increase brand awareness
* Created marketing strategies, including budget management, content ideation, and implementation schedules
* Performed market analysis and research on competition to implement improvements
* Built and managed social media profiles and presence using captivating copy true to the brand voice
* Used Instagram, Facebook, Twitter, and TikTok to run engaging, high performing social promotions, staying true to brand to increase engagement that translated into sales and brand promotion
* Managed and updated the website ensuring a state-of-the art website
* Analysed web traffic and customer engagement metrics in order to develop optimal social media posting schedules
* Monitored new e-commerce and marketing trends to test and implement
* Designed marketing campaigns and collected quantitative and qualitative data to track success
* Researched client base to find new types of customers and target them accordingly
* Maintained tracking reports of public relations activity
* Created marketing plans for each product and service offered
* Responsible for updating product catalogue using appropriate applications such as Shopify, to cater to customers’ needs
* Responsible for planning, selecting and purchasing goods online

**University of Central Lancashire, Student Events Officer** Jan 2018 - Sept 2018

* Planned and coordinated various successful meetings and social events, Created and published a wide range of social and academic campaigns and promotions via social media, Allocated tasks and deadlines to other team members, to ensure organisation, Worked flexible hours and remained reliable, Contributed to the creation of mock-ups, email campaigns, and social media content to encourage more students to attend events and Worked as part of the wider, multidisciplinary team

**KEY SKILLS**

* Critical thinker with excellent problem-solving skills
* Strong project management skills
* Highly creative with innovative ideas
* Good attention to detail
* Strong copywriter
* Lead generation
* Impeccable communicator both verbally and written – skills in listening and articulating
* Excellent interpersonal skills
* Effective task management skills
* Fast and effective learner
* Good understanding of Salesforce
* Good Photoshop skills
* Good understanding of Figma
* Good understanding of Adobe creative Suite
* Customer service
* Digital Experience Platform Implementation (DXP)
* Proficient with Salesforce
* Proficient with Marketo
* Proficient with Tableau
* Proficient with Instapage
* Proficient with HubSpot
* Proficiency in Google docs, sheets and presentation
* Proficient with Final Cut Pro
* Competent skills in Excel, Outlook and PowerPoint
* Strong research and analytical skills acquired from a biomedical science degree
* Proficient use of Canva
* Experience of working with mac OSX & Windows 10
* Good time management and organisational skills
* Strategic thinking
* Confident use of Google Analytics
* Highly adaptable with the ability to build and support strong professional relationships

**HOBBIES AND INTERESTS**I enjoy playing guitar, travelling, reading and meeting new people!

**REFERENCES**Available upon request