



Naomi MacBean

Marketing Manager

Contact



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About Me

Hi, i've been in Marketing for over 10 years. I like cats, coffee and catch ups. I'm an extraverted introvert who can also enjoy time alone in nature. Passionate about wanting to make a positive difference.

Skills

- Lead Generation
- SEO & PPC
- Graphic Design
- Copywriting



Experience

- **Marketing Manager**
Action Sealtite 2022 - Present
Specialising in online marketing and lead generation, including email marketing and directory management. Producing sales material, including digital and print. Currently managing 2 large ecommerce sites on Wordpress and Shopify.
Responsible for website content creation and copywriting. Creating project showcase animations, case studies and infographics. Confident in GA reporting, conducting our PPC campaigns and improving our organic rankings.
- **Brand Manager**
Gardenista - Loft25 2020 - 2022
Website product data creation for new shopify store, management of all imagery and website content. Management of influencer marketing and Google Ads account campaigns. Product design development lead.
- **Marketing Executive**
Concept Group 2018- 2020
Website management and content creation. Project showcase animation and case study copywriting and photography.
- **Marketing Executive**
Action Sealtite 2014- 2018
Website data management and technical sales material creation. Email marketing and lead generation.



Tools



- Google Ads
- Google Analytics
- SEMrush
- Looker Studio



- Shopify
- Wordpress
- Square Space
- Wix
- Prospectsoft
- P21 (Epicor)
- MailChimp
- ActiveCampaign



- Adobe Creative Suite
 - Photoshop
 - Indesign
 - After Effects
- Canva



Side Projects

- **Science Practical Simulator Ltd**
Director 2020 - Present
- **NaysClays**
Owner 2020 - 2023



Education

- **Digital Media Design & Development BA BSc**
Winchester University 2011 - 2014



References

Upon Request