# Qualifications / Courses

Destination Leaders Programme 2017/18 – Executive Certificate  
Napier University (current)

Crisis Media Training

TNR, Press Association, London

Druidstone Residential Marketing course October 2013

Residential 1-week course, run by UK Theatre (previously TMA) entry by application only

Mountview Academy of Theatre Arts, 2002 - 2003

Postgraduate Diploma in Performing Arts

Edinburgh University, 1998 - 2002

MA [HONS] 2:1 English Literature

# Key Skills

Expertise in integrated, creative marketing, communications and PR

Strategy development and implementation

Non-executive Board member

Coaching and mentoring: Presentation, pitching, personal development

PR expertise, crisis media trained

Digital: analytics, website development & CMS

CRM management & analysis (MOSAIC, segmentation)  
P&L analysis and management   
Crisis management (PR and operational)

Highly personable, excellent interpersonal skills

Languages

Bilingual Italian

Conversational French

Basic German

Professional memberships:

Member of Chartered Institute of Public Relations

# Employment History

**Digital Manager, The Edinburgh Bicycle Cooperative FT from June 2018**

**Leading the marketing team at EBC, and managing an SEO Officer and Content Officer**

**Non-executive Board member February 2018 -present**

**Capall Dorach Theatre Company – Ardrossan, Ayrshire**

**Marketing Manager, Edinburgh Dungeon (Merlin Entertainments) October 2016 – present**

**(reporting to General Manager)**

***A busy and varied role, within the Leadership team in one of Edinburgh’s leading attractions, managed***

***by Merlin Entertainments, the largest entertainments company operating in Europe.***

* Lead on all marketing, communications and PR for attraction
* Drive sales and visitor volume - target-based by volume, demographic, RPC, channel, ticket type
* Negotiate trade deals, manage local and group trade accounts
* Develop and implement PR campaigns through external agencies
* Achieve highest RPC, implement pricing strategies across all channels
* Social media strategy development and implementation
* Digital – lead on management of website, remarketing, PPC, SEO
* E-commerce analysis and management of webstore
* P&L:
  + Analyse figures by channel and adapt quarterly strategy
  + Contribute to monthly Business Review with *YoY*, *vs LY* and *vs Target* analysis
* Crisis and conflict management

**Communications Manager, Dance Base, Edinburgh September 2013 – October 2016**

**(reporting to Head of Operations and Business Development)**

***Strategic and operational role within Senior Management Team***

Strategy:

* Lead on marketing and communications for year-round activity and annual Dance Fringe Festival
* Develop and implement marketing & communications strategy
* Consolidate and strengthen links with National Dance Network
* Establish and renew reciprocal marketing deals, partnerships
* CRM systems management and development of strategy

Web/digital:

* Project management lead of new website development (launched March 2015)
* Management of micro-site development and e-commerce
* Design and develop bespoke CMS
* Social media analytics
* Paid and earned media lead
* Web analytics

**Publicity / PR at Mainstream Publishing, Edinburgh February 2012 – September 2013**

**(reporting to Publicity Manager) (redundancy following sale of company)**

Sole delivery of publicity campaigns for assigned titles across all media

Managing blogs for authors

CMS – joint responsibility for web content

Negotiating special promotion terms

UK-wide author publicity/PR tours, including visits to ITV, BBC, Channel 4, Sky and independent production companies

Reactive working to maximise PR opportunities for signed authors

Tracking book sales and analysing sales spikes/dips

Google Analytics / SEO

Negotiating serial, first and second interview terms with broadcast and print press

Embargoed / sensitive content management

Forecasting serial income and first and second interview income from front list

**Freelance coaching with Forum Interactive, Edinburgh September 2010 – February 2012**

* Conflict resolution
* Personal development
* Managing difficult conversations
* Management skills
* Leadership skills

**Freelance coach with Id:ology International, Management Consultancy, London June 2005 – February 2012**

* Personal development workshops with senior coaches
* Reputation management consultant
* Lead on presentation / pitching workshops
* Workshop planning
* Diagnostic work with HR departments, managers in blue chip organisations
* Ad hoc admin duties

**National Health Service, National Services Scotland / Quality Improvement Scotland (now HIS), Edinburgh**

**July 2008 – November 2010 (4 Temporary Contracts)**

PA to the Head of Human Resources July 2008 – September 2008

Unit Secretary to the HR Department February 2009 – July 2009

Project Administrator for Healthcare Associated Infection Dept January 2010 – April 2010

Programme Support Officer August 2010 – November 2010

**Referees (references available on request)**

Matt Roe, Head of Operations and Business Development, Dance Base, Grassmarket

Alex Hinton, Marketing Manager, National Museums, Chambers Street, Edinburgh

Jonathan Dryden Taylor, Senior Coach, Id:ology, London