**Charlotte Hall**

[Charlotte.louise.hall@gmail.com](mailto:Charlotte.louise.hall@gmail.com) | [@ch\_hall](mailto:https://twitter.com/ch_hall) | 07725 834490

Flat 11, 5 Limerick Close, London SW12 0FD

Creative and data driven Marketer with 5 years’ experience in product, retention and events marketing. Reputation for delivering highly effective integrated campaigns to drive product usage, loyalty and growth. This along with my strategic mindset and experience working at a global company is what I can bring to a role.

SKILLS

* Strong presentation and communication skills
* Multi-channel experience
* Marketing strategy and yearly planning
* Analytical and customer centric
* Working cross functionally and with global teams
* Product positioning & messaging
* Feature launch GTMs
* Customer personas
* End to end campaign management

WORK EXPERIENCE

Customer Marketing Manager | September 2015 - present

Intuit

London

Reporting into the GMM of Marketing, led the retention strategy for the Accountant segment to rapidly grow the QuickBooks subscriber base in the UK.  
  
Key responsibilities:

* Led go to market strategies for new feature launches to our existing base working closely with product, sales, analytics, customer care and marketing.
* Launched a product update campaign to improve customer awareness of product releases which was adopted by the US marketing team.
* Identified CX optimisations through customer insights to influence global teams and product roadmaps.
* Worked closely with global stakeholders to share learnings and implement best practices.
* Accountable for weekly churn performance and reporting results to leadership teams.
* Managed a winback process with the sales team to drive growth of our customer base.
* Created a Customer Council of key influencers to input on product strategy and support marketing collateral and campaigns.
* Responsible for the marketing of our biggest annual event, QuickBooks Connect, which sold out through an integrated campaign across OOH, radio, sales, display, paid search and email.
* Delivered partnership marketing with key partners such as Bankstream, Taxfiler & GoCardless to increase app attach.

Key achievements:

* Won Marketer of the Quarter and a Marketing Star Award for my work on QuickBooks Connect which delivered a 38pt increase in NPS
* Launched our direct bank feeds in partnership with Bankstream resulting in a 15% attach rate vs 5% target
* Drove a 9% uplift in our customer reactivations through a winback campaign with outbound sales.
* Identified an opportunity to improve our customer billing experience and influenced our global team to launch a new feature globally that will save 1,000 UK customers per year

Product Marketing Manager | August 2014 – September 2015

Intuit  
London

Led the marketing for our payroll and self-employed products, focused on NPS and attach. Includes a promotion from Associate to Manager.

##### Key responsibilities:

* Responsible for the proposition of a new self-employed product including customer personas, messaging and go to market planning and execution.
* Led the go to market of new payroll functionalities including gathering customer insights to influence product development, feature QA, and executed thought-leadership & new feature campaigns.
* Identified product enhancements through customer research and implemented changes with the product and engineering teams.
* Created sales and care supporting documentation and messaging to improve the positioning to customers.
* Drove internal awareness of features and marketing activities including presenting at company all hands, team meetings and sharing results with leadership.
* Conducted product demonstrations at trade shows and events.

Key achievements:

* Won Payroll Product of the Year from Payroll World
* Drove an increase in sign-ups during our peak period by 48% with a combined thought-leadership and new feature GTM
* Increased attach by 10% and PRS by 10pts through engagement initiatives

**Marketing Executive | July 2013 – August 2014**  
Employer Services Ltd  
Bourne End

##### Key responsibilities:

* Led the go to market of our payroll product into Intuit QuickBooks, working closely with the Intuit marketing and product teams to deliver acquisition and engagement campaigns.
* Planning and delivering campaigns to promote our payroll services and products to enterprise clients.
* Managed the web re-design including creation of video content and messaging.
* Coordinating our presence at trade shows including training the sales team, liaising with event managers and following up with leads.

Key achievements:

* Doubled our customer base through our integration and promotions with QuickBooks.
* Reduced set up abandonment rate by 30% through observing customers and implementing changes within the product.

**EDUCATION**

BA (Hons) 2:1, History, 2013

Bath Spa University

Bath

**PERSONAL INTERESTS**

I am passionate about charity and last year raised £17K in memory of a former colleague by completing the Three Peak Challenge in 24 hours. I spend 10% of my time at Intuit as part of the Engagement Council, partnering with local charities and organising volunteer events for employees.