Irene Harvey

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**Profile​**

Enthusiastic, self-motivated and hardworking B2B Marketing professional with 10 years’ experience within the financial services and technology sector, specializing in crafting and implementing integrated marketing campaign to increase revenue and create brand awareness

Passionate about the technology sector with experience in creating marketing strategies for SaaS/Cloud/on-premises solutions

Good communicator and approachable, able to work with own initiative and as part of a team

Highly committed, self-motivated and reliable

Pro-active with ‘can do’ attitude toward new tasks and challenges

Good in planning and well organised with strong project management skills, attentive to details and comfortable working on multiple project simultaneously

Always willing to learn new skills quickly and with enthusiasm

Ability to work independently and to liaise with senior members of the organisation and manager located in different regional offices

Budget Management and people management experience

Direct line-management experience

**Systems Skills**

Word, Excel, PowerPoint - all advanced level

​Salesforce - Advanced

​Marketo – Intermediate

​World Press

Various Event management and Web Content Management Systems

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**Languages:​**

Italian (Native)

English (Fluent)

Spanish (elementary - currently learning)

EMPLOYMENT

09/2017 – Present **Mitratech**

(Governance, risk and Compliance and Enterprise Legal Management

Software solutions)

Position: **EMEA Field Marketing Manager**

* Planning and execution of EMEA marketing strategy (conferences, sponsorship, new collateral, website content, newsletter)
* Responsible for the management and delivery of all the aspect of EMEA Campaign andEvents (exhibitions and hosted events (conferences and networking events) from inception to end and event promotion campaign
* Sales support with dedicated campaign and marketing material
* Creation of marketing initiative to reinforce the brand identity particularly for the EMEA region with various activities
* Work with wider marketing team located in Austin, Texas to create a marketing strategy to position the group as one brand.

04/2016 – 04/2017 **Paysafe Group**

(Financial Services - payment Solutions)

Position: **B2B Marketing and Events Manager (contract, maternity cover)**

* Planning and execution of B2B marketing strategy (conferences, sponsorship, new collateral, website content, newsletter)
* Responsible for the management and delivery of all the aspect of Events (exhibitions and hosted events (conferences and networking events) from inception to end and event promotion campaign
* Sales support with B2B marketing material
* Creation of marketing initiative to reinforce the brand identity particularly for the B2B side (merchants, partners and resellers and affiliates)
* Help the wider corporate marketing team to create a marketing strategy to position the group as one brand – as it is a result of acquisitions of few different strong brands that now fell into one umbrella.

09/2015 - 12/2015​ **Neuberger Berman Investment Managers**

 (Asset and Wealth Management Company)

Position: ​**Events manager, EMEA (contractor)**

Duties:

* Main purpose of the contract: to manage the delivery of the high profile EMEA & LatAm Annual flagship Conferencefrom inception to completion.
* Collaborate broadly within the firm to deliver all key elements of events, including (but not limited to): senior management, portfolio management, all branches of marketing and sales
* Coordinate the production of impactful branding for proprietary events and coordinate all the logistic job allocations
* Work with marketing team to coordinate the production of marketing collateral for all proprietary and third-party sponsored events

* Drive event content in collaboration with the wider marketing, investment and sales teams Collate and circulate event feedback and determine how this can shape future events

* Other duties: Responsible for the planning and execution of all proprietary and third-party sponsored events and roadshows across EMEA and LatAm for 2016 as well as proactively driving and evolving our events/roadshows strategy.
* Liaise with sales teams across EMEA and LatAm to build a calendar of proprietary, sponsored, and client hospitality events in all regions
* Manage EMEA and LatAm events budget in collaboration with each sales team for such events
* Direct line-management of Marketing Analyst to assist in the delivery of the project

07/14 – 08/15 **Sabbatical year**

04/10 – 07/14**​ Nice ACTIMIZE UK LTD, City of London**

​(Fraud, AML, Compliance software provider for the financial sector - both Cloud and on-premises solutions)

Position: ​**EMEA Marketing Manager (04/11 – 07/14)**

Duties

* Significant experience in planning, managing and executing Pan-European multi-channel integrated campaign and end to end events. Production of ROI to measure campaigns/events effectiveness and response analysis. Post campaign/events analysis and intelligence.
* Marketing Campaigns: planning and realization of different type of international marketing campaign and other strategic marketing projects and lead generation activities using different channels, including digital and social media working closely with management team (e.g mailing/email campaign; surveys; video and article in publications) – co-ordination of all the activity and follow up. Monitoring of campaign outcome and impact. All campaign designed targeting the right market and tailored to the product (compliance, AML or fraud – Cloud vs on premises)
* Events Management: Planning, organization and management from start to finish of diverse range of events in the all EMEA region within a set budget; from Hosted Event, webinar, networking events, breakfast briefings and large conferences to Tradeshows and other third party events. Planning and execution of targeted events aligned with sales and company objectives. Implementation of qualitative and quantitative metrics related to the specific event in order to demonstrate ROI of activities (e.g. brand exposure, quality leads generated, new contacts reached, social Media, traffic on the website generated by the event etc.)
* Research industry events which take place within the region, evaluate, and recommend appropriate representation for company. Work with Head of sales and Marketing Director to determine the best events for the company to participate in and negotiate the best sponsorship packages with Event organizers.
* Responsible for managing and developing all EMEA User Group meetings (client workshops) and EMEA Clients annual events by liaising closely with product marketing, sales, third parties and regional teams – keep constant communications with all parties to co-ordinate the events across the regions act as first point of contact
* Work closely with the product teams and sales / external possible speakers / event’s organisers / various other external agencies to ensure branding and messages are in line with the company guidelines and standards. Actively working with Product Marketing teams to determinate the most appropriate marketing plan for the various products. Actively involved in various and different projects
* Project management: Co-ordination and execution of all related activity and follow up campaign. Execution of final detailed report
* Database management - ensuring upload of single leads and campaign related to EMEA region - and monitoring of website to ensure is accurate and up to date with latest brochures and activities
* Responsible for translation, design and Validation of Collateral Material (product brochures, flyers and ad hoc campaign and events material) - liaising with external parties (translation agencies/ designer) to make sure we meet deadline and budget. Work with product team for ad hoc collateral to support project and product campaigns.
* Experienced in managing a regional Budget and responsible for allocate the Marketing budget within the EMEA region.
* Experience with liaising with suppliers, PR agencies and other organization as required on an international level.
* Leasing on a regular basis with rest of marketing team based in US and APAC to deliver global and regional marketing activities.

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Position**: ​Marketing Assistant (04/10 - 03/11)**

Duties:

* ​​Responsible to assist the marketing department for Europe and Asia Pacific in order to support the sales team regarding driving leads, prospective clients and current clients. Liaison and coordination of all marketing activity (events/campaign) with other regional marketing office (New York, Tokyo, Hong Kong) Responsible for internal communications to make sure all communication are up to date and accessible on the website/intranet
* ​​Assisting with internal and external events management and all EMEA User Group meetings (client workshops) by liaising closely with marketing, sales, third parties and regional offices to execute and to co-ordinate events across the regions

06/09- 04/10 **Moved to Glasgow (husband’s role)**

09/06 – 05/09 NEW **STAR ASSET MANAGEMENT, Knightsbridge, London**

Position: ​**Marketing Executive**

Duties

* Working as part of a team looking after the retail UK and the International Institutional fund reporting (equity, bonds and property funds) - fully responsible for the documents from inception to publication.
* ​​Development and update of a range of existing and new marketing material (factsheets and reports, PP Presentations, booklet, brochures, fliers) collating data and information from various sources and databases, commentaries for Fund Management team
* Proof reading of marketing communications. Co-ordination of translation of the marketing material in various languages for the International productions

ACADEMIC BACKGROUND

**11/98 – 11/03 ​University of Perugia, Perugia, Italy**

 ​Bachelor degree in Communication and Marketing

 ​(3 years + 2 year specialisation)

Studies in communication and marketing, with special attention to Customer Relationship Management and buyers’ behaviour areas.

Thesis title: “City marketing: application of marketing theories and models to improve the value of the cities. A project for the economic and social development of Perugia”

**09/92 – 06/97​ Liceo Pedagogico Artistico, Foligno, Italy**

Diploma in Sociology and Arts Studies