

Alex Morgan

Senior Marketing Executive

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PROFILE

Marketing executive with eight years' experience across email marketing, paid social and content, most recently leading email and paid social for an outdoor retailer. Rebuilt the product-launch emails and lifted open rates from 18% to 26% over three sends. Manages a paid social budget of about £6,500 a month and reviews cost per lead by channel every quarter. Moved 42,000 email contacts to a new email platform with no missed sends. Speaks conversational French and mentors two marketing assistants.

KEY SKILLS

Email campaigns and testing · Paid social · Budget management · Cost per lead reporting · Copywriting · Web analytics · Spreadsheets · CRM software (basic) · Events and trade shows · Mentoring

KEY ACHIEVEMENTS

- Open rates on launch emails up from 18% to 26% over three sends (2023).
- Cost per lead down from £14 to £11 across paid social over 2024.
- 42,000 contacts moved to a new email platform with no missed sends (2022).
- Shortlisted for the company Team of the Year award (2024).

PROJECTS

- Set up a four-email welcome series for new subscribers (2023).
- Ran a customer survey with about 1,100 responses to plan the 2024 product-range emails.
- Wrote a short email style guide that the marketing team uses (2022).

EXPERIENCE AND EDUCATION

2023	● Senior Marketing Executive Harbourline Outdoor Ltd, Bristol	Mar 2023 to present
	• Lead email marketing for product launches: rewrote subject lines and split the list by past purchases, lifting open rates from 18% to 26% over three sends. • Manage the paid social budget of about £6,500 a month across three channels. • Compare cost per lead by channel every quarter and move budget between channels in steps; cost per lead fell from £14 to £11 over 2024. • Test two subject lines on every campaign email and share the results with the team each month. • Mentor two marketing assistants, including weekly one-to-ones. • Plan and staff the company stand at two outdoor trade shows a year (2023 and 2024). • Write the monthly marketing report for the leadership team.	
2021	● Marketing Executive Harbourline Outdoor Ltd, Bristol	Jun 2021 to Feb 2023
	• Moved 42,000 email contacts to a new email platform in 2022 with no missed sends. • Planned and sent weekly newsletters to about 42,000 subscribers. • Ran paid social ads with a budget of about £4,000 a month. • Wrote blog posts and product pages, about eight a month. • Worked with the sales team to set up a basic CRM record for each trade show lead.	

2019	Digital Marketing Assistant Fernleigh Home & Garden, Bath • Built a monthly website traffic report in spreadsheets for the marketing team. • Scheduled posts across three social media channels. • Kept about 300 product listings on the website up to date. • Replied to customer comments and messages on social media. • Helped move the spring catalogue online during 2020.	Sep 2019 to May 2021
2018	Marketing Assistant Calder & Finch Events, Cardiff • Wrote event listings and email invitations for about 20 events a year. • Collected feedback forms after events and entered the results in spreadsheets. • Booked suppliers and handled guest lists on event days. • Updated the company website with photos and event news.	Jul 2018 to Aug 2019
2015	BA (Hons) Marketing, 2:1 Westbridge University Dissertation: how small retailers use email newsletters.	2015 to 2018
2013	A levels: Business (A), English Language (B), French (B) Kingsmere College	2013 to 2015

CERTIFICATES AND COURSES

- Professional Certificate in Digital Marketing, Northgate Institute of Marketing (2020)
- Email Marketing Essentials, online course (2022)
- Paid Social Advertising, online course (2023)

TOOLS

Email marketing platforms, social media ad managers, web analytics, spreadsheets (pivot tables, lookups), CRM software (basic), website content management systems, basic image editing

VOLUNTEERING

Volunteer social media coordinator Avonbank Community Running Club • Run the club's social media accounts and monthly newsletter. • Grew the newsletter from about 150 to about 600 subscribers.	2020 to present
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LANGUAGES

English (native), French (conversational (B1)), Spanish (basic)

INTERESTS

Running (two half marathons), hiking, photography

ADDITIONAL INFORMATION

Full UK driving licence. References available on request.