



Anna-Louise Mead

Marketing Communications Manager

Bristol, UK

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Links

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Languages

English (Fluent)

About

Experienced marketer working in a fast paced, start-up environment. Highly skilled in eCommerce marketing in the UK and EU with a proven track record for strategic planning and lead generation.

BRANDS WORKED WITH

- BluescreenIT
- Bray Leino Events
- Huboo
- Meet Bristol and Bath
- North Bristol NHS Trust
- One World Events
- One World Events Ltd
- Sense Marketing
- The Chagford Inn
- Wine & Spirit Education Trust

Experience



Marketing Communications Manager

Huboo | Mar 2023 - Aug 2023

Content Strategy:

- Defined the overall multichannel marketing content strategy including the delivery of thought leadership industry reports on beauty, alcohol, wellness and pets, to aid Sales with outreach and create warm qualified leads with high buyer intent.

SEO Ranking:

- Traffic from non-Huboo search terms (i.e. content-led SEO) increased to 6.52k in the past 6 months, compared to 1.37k in the previous 6 months. Impressions during that time also significantly increased to 3.47m from 1.94m.
- Ranked first for a number of high intent, high relevance terms like alcohol fulfilment, cosmetics fulfilment and EU fulfilment centre.

Social Media:

- Managed all social accounts (Instagram, LinkedIn, Twitter, YouTube and TikTok) which all sustained consistent growth. For example, TikTok's audience grew by 964 in two months, engagement up to 9.08% and views from 13,340 to 553,213.
- Introduced YouTube shorts to channel resulting in one video gaining 10k views.

Developed relationship with influencer client, Kate Shillitoe who visited a Huboo warehouse to partake in filming as well as PR activities. Kate posted a video featuring Huboo to her TikTok account of 604.6k followers which resulted in 13.3k views, 10comments and 175 saves.

Video Strategy:

- Planned videos with content segmented into various stages of the sales process, designed to build social proof and handle customer objections.

eCommerce Index:

- Used internal data and conducted a client survey to create an eCommerce index which summarised the eCommerce market performance with the aim to repeat each quarter.

Case studies:

- Identified and contacted suitable clients to interview, write up, and pitch to media. For instance, Au Vodka and Azio Skin. Azio Skin subsequently have an interview with ChannelX to discuss their business growth.

PR:

Achieved 18 media impacts including:

Business media – Bdaily News, Authority Magazine, Business Reporter, EBR

Trade media – Retail Week, Eat Drink Sleep

- Developed and owned the PR strategy.

- Worked on profile building for Co-founders through speaking opportunities, commentary requests and thought leadership articles.

- Dealt with press releases, commentary requests, media enquiries, daily account management.



Paid Media:

Managed media package with Pure Beauty Magazine including award sponsorship, eblasts, LinkedIn posts and Advertorial.

● **Media and PR Officer**

Huboo | Feb 2022 - Mar 2023

UK Media Impacts:

- Achieved 289 media impacts in the UK across trade media, regional press, national press and radio interviews.

Overseas Media Impacts:

- Achieved 329 media impacts across Germany, Netherlands and Spain in Trade and Regional press.

Overseas PR:

- Developed and owned international PR strategy alongside carefully selected partners.
- Interviewed, selected and onboarded PR agencies in Germany, Netherlands and Spain whilst negotiating favourable terms.

Award submissions:

- Wrote award submissions resulting in Huboo winning 5 awards in one season.

Industry Report:

- Introduced 'The State of eCommerce in 2023', an industry report from Huboo involving important company thought leaders and partners to assess the eCommerce industry and to predict what was to come in 2023.
- The report was used as a lead generator and to form the basis for commentary requests, social posts and blogs.

Case Studies:

- Found clients who had interesting stories to pitch to media which lead to stories being published in national media such as Raconteur.

Campaign Strategy - Bristol Balloon Fiesta and Bristol Bears Home Shirt Launch:

- Significant national coverage on terrestrial TV and On Demand channels, including Good Morning Britain, This Morning, BBC Breakfast News, and Sky News

- Bristol Bears home shirt launch activation received an incredible amount of coverage across social media, news outlets, and Huboo featured in prestige marketing publication
PR Week as one of the campaigns of the week.

Profile Building:

- Worked with the two Co-founders and four Chiefs to raise their profiles through hire press releases, thought leadership articles, interviews and speaking opportunities.

● **Event Sales Marketing Executive**

Meet Bristol and Bath | May 2021 - Feb 2022

- Managed the Meet Bristol & Bath social media channels (Twitter and LinkedIn).

- Updated the CMS and DMS on a regular basis.

- Created content, such as blogs, to inspire target audiences and improve google rankings by targeting keywords.

- Planned and implemented digital marketing campaigns targeting different audiences.

- Used Google Analytics to monitor user behaviour and trends to direct the marketing plan and website improvements.



- **Immuniser**

North Bristol NHS Trust | Jan 2021 - May 2021

- Drew up and administered the COVID vaccine using the National Protocol.

- One of only four employees to be asked to launch and run a project reaching out to people in Bristol who hadn't accepted their vaccination and discuss their concerns.

- Led a training session for all Band 3's and trained staff members.



- **Event Manager**

Bray Leino Events | Jan 2020 - Nov 2020

- Supported the Event Director in managing a project team on the planning of events from conception to completion.

- Created and managed budgets, typically £10k-£150k and provided regular updates to senior management.

- Built relationships with stakeholders and 3rd party organisations.

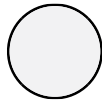
- Conducted risk assessment and analysis of events.

- **Creative Design Director**

One World Events Ltd | Jan 2019 - Jan 2020

- **Production Manager**

One World Events Ltd | Jun 2018 - Jan 2020



- **Brand Ambassador**

Sense Marketing | Jul 2017 - Jan 2020

- **Venue design and production**

One World Events | Nov 2016 - Jan 2020

- **Waitress and Bartender**

The Chagford Inn | Jun 2016 - Dec 2017

- **Event Co-ordinator for Cybercon**

BluescreenIT | Jan 2016 - Jan 2017

Event co-ordinator for Cybercon, a cyber security conference.

- **WSET Level 1**

Wine & Spirit Education Trust | Jan 2016 - Jan 2016

Education & Training

2015 - 2018

- **University of Plymouth**

Bachelor of Science (BSc),