



Dawn Maclean MSc Cert DDM

Freelance Marketing Support

I understand how to blend traditional and digital marketing methods, crafting meaningful content to drive conversions. Having worked in a wide range of industries, I am skilled in writing about highly technical subjects, achieving the delicate balance of conveying the benefits of a product or service, along with highlighting the key technical features.

Get in touch!

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Specialisms

- Content Writing
- Social Media Strategy
- Social Media Management
- Marketing Strategy
- Email Campaigns
- Proposal Writing
- Research

Accreditation

IDM Certificate in Direct & Digital Marketing
Hootsuite Platform Certification
HubSpot Inbound Certification
Adobe Certification - InDesign
Google Analytics - Fundamental Skills
MOZ SEO Academy

Education

MSc Strategic & Digital Marketing
Distinction
De Montfort University 2019

Languages Spoken

Fluent:

German

Working Knowledge:

French, Spanish and Russian

Freelance Projects

I enjoy the flexibility and variety that comes with freelancing. I have been working on a wide range of projects -

- Content creation on a range of SAAS products
- Writing articles for Temperature Monitoring Solutions for the Pharma industry
- Writing a wide range of content on SCADA water automation, including proposals, articles and email campaigns.
- Writing blog articles about Forest Schools
- Managing social media channels for a surveying company
- Writing website content for accountancy software

Employment History

Head of Marketing

dbfb | August 2019 - September 2020 (redundancy due to COVID)

dbfb is a Telecommunications company providing a range of voice and data communications solution. I was responsible for all aspects of marketing:-

- Performed a full market analysis and devised a strategic marketing plan.
- Increased Website traffic by 32%.
- LinkedIn page views up 200%, 17% increase in followers, average engagement of 7%.
- Created a revised format and procedures for Sales Proposals.
- Worked with developers to implement a new CRM system.
- Developed the process for gaining meaningful customer feedback.
- Developing an efficient on-boarding process for new products.

Content Creation -

- Range of long and short-form articles.
- Collaborated with suppliers & partners to draft new marketing materials.
- Email Marketing Campaigns.
- Campaign plan for a Video-brochure.
- Bank of Case Studies.
- Set up video testimonials.
- Company overview brochure.
- Designed new exhibition materials.
- Designed new workwear for engineers.

Bid Manager

VWR Avantor | 2017 - 2018

VWR's had global sales in excess of \$4.3 billion, key markets were Pharma, Biotech, Education & Healthcare. I managed bids for both UK & Export markets.

- Identified new business opportunities with International Development Agencies
- Managed and wrote winning proposals (over 50% success rate), bids ranging from £30k to multi-million-pound solutions.
- Led World Health Organisation Account - led sales of emergency orders to increase revenue working with a global team of experts. Secured £1m uplift in order run rate in 12 months.
- Undertook analysis of buy-in from existing framework agreements.

Dawn Maclean - Cont'd

Self Employed

Pine Cottage Annexe | Nethy Bridge | 2011 - 2016

I founded a Self-Catering Business using digital marketing strategies to achieve 80% annual occupancy over the five years. The business achieved a five-star rating on Trip Advisor and a TripAdvisor Certificate of Excellence.

Freelance Marketing

Nethy Bridge | 2011 - 2016

While running the self-catering business, I also ran a freelance marketing business which provided strategic e-marketing advice, content editing and copy-writing services, as well as training and support on marketing and brand awareness, Social Media and SEO.

ESOL Workplace Tutor

Fife Council | Dunfermline | 2008 - 2011

Designed, marketed and delivered 'English as a Second Language' courses for local employers. The Dunfermline area, under my leadership, was identified as Effective Practice in Workplace ESOL by the Scottish Government.

Freelance Project Manager

Aeropair | Glasgow | 2004 - 2008

Specialist supplier to aircraft manufacturing and gaming industry. Projects included the expansion of products into the German market. I led business development to identify new channels to market; doubled sales over a two-year period. Worked on other ad-hoc projects which included a redesign of process and training manuals, analysing market pricing to identify markets to sell excess inventory, developed a supplier audit procedure to ensure compliance with regulatory standards.

Cad Systems Manager

Yazaki | Coventry | 1999 - 2001

Yazaki Europe is a leading global wire harness manufacturer. I led the implementation of a new design software package for Jaguar used by regional design and manufacturing centres across five countries. The software was successfully implemented on a live global project and then marketed to other manufacturers including Renault and Daimler.

Business Development Engineer

International Radiators | Leicester | 1996 - 1999

International Radiators manufactured and distributed a range of aftermarket and OE Automotive Radiators. Working in the Original Equipment division, responsible for developing European Sales channels, working with O&K and John Deere and developing new technical solutions. Also responsible for sourcing and commissioning a 3D CAD network, and liaising with foreign tooling suppliers.

Marketing Manager

Cyncro | Coventry | 1994 - 1996

Cyncro was a distributor of CAD/CAM Software, covering all areas of manufacturing, in particular metal, wood and plastics industries. Responsible for managing existing UK distributor network and sourcing new re-sellers - mainly OEM's and resellers of affiliated products. Writing press releases and supporting re-sellers at trade shows.

Export Sales Executive

Wadkin | Leicester | 1989 - 1994

Wadkin manufactured a range of woodworking equipment. I was responsible for developing Sales and Distribution Channels in France, Switzerland and Spain. Working with a wide range of distributors and resellers and setting up an office in France. Supporting all distributors with technical and marketing help and providing exhibition support.