

# CURRICULUM VITAE

## Kathryn Young

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### Personal

A freelance digital marketer and copywriter from Manchester, UK. I work with digital agencies and businesses who need plug-in marketing support and/or advice. Before going freelance, I worked for ten years in sales and marketing roles, across a range of sectors, private and public, from manufacturing and FMCG, to education and charitable organisations. I have an MSc in Digital Marketing and I pride myself in solving problems, achieving results and securing repeat business from happy clients.

### Employment History

May. 2018 – Present:     **Digital Marketing Freelancer & Copywriter, Self-employed**  
[www.kathrynyoungmarketing.com](http://www.kathrynyoungmarketing.com)

Oct. 2012 – May. 2018:   **Head of Marketing, Manchester Metropolitan University**  
[www2.mmu.ac.uk/](http://www2.mmu.ac.uk/)

Responsible for marketing the University's Business and Law Schools (joint T/O £63M). I led in the development and enactment of a strategic marketing and communications plan, which was then rolled out across the wider university. I was responsible for student recruitment (including international), B2B opportunities, student experience and alumni relationships and development.

#### Responsibilities:

- Develop and deliver an effective multi-media marketing and communications strategy
- Direct line-management responsibility of multi-disciplinary marketing team
- Plan, manage and evaluate the marketing budget across campaigns (£250K+)
- Digital communication management, paid, owned and earned e.g. e-mail marketing campaigns, website, social media, SEO, PPC etc.
- Material design, publication production, copywriting and edit (brochures, magazine, adverts, digital banners, flyers etc.)
- Event management and delivery
- Establishing strong internal and external working relationships
- Producing creative briefs and developing opportunities
- PR management – to include own publications and dissemination
- CRM development and data analysis
- Long-term partnership management and presenting at all levels

Oct. 2011 – Oct. 2012:   **Marketing & Corporate Relations Manager, University of Central Lancashire, Preston.**  
[www.uclan.ac.uk/](http://www.uclan.ac.uk/)

- Suggested viable target clients and industries, sourcing relevant data as necessary
- Reviewed online marketing strategy, suggesting and implementing improvements

- Responsible for the departmental website, digital advertising, PR, email campaigns, social media strategy, event management, the creation of physical materials and referral partner management
- Arranged and led new business development meetings, delivering presentations in a polished, professional manner.
- Worked with the Director in the development of ideas for new markets and services
- Collated data on clients, enquiries, conversions and website activity
- Setup and management of CRM system

Nov. 2009 – Oct. 2011:      **Senior Recruitment Consultant, Huxley Associates, Manchester.**  
[www.sthree.com/](http://www.sthree.com/)

- Senior consultant recruiting and headhunting senior engineers within the Supply Chain market – covering the North West and Yorkshire. Secured over £150k of revenue.
- I reported daily on KPIs including: meetings, interviews, new jobs etc.
- Involved in mentoring 6 junior members of the team / office.

Oct. 2006 – April. 2009:      **Student Brand Manager, Graduate Jobs.com, Manchester (London based head-office)**  
[www.graduatejobs.com](http://www.graduatejobs.com)

- Set up their Campus Brand Manager pyramid recruitment and marketing scheme.
- Recruiting, training and managing brand managers to promote the company on their campus and on the internet (c.148 in total reporting KPIs to me monthly).
- Marketing the website, including social, campus promotions and blogging systems
- Attended all University Careers Fairs in the UK, I recruited and signed up over 6,000 people to their site.

#### **Education and Qualifications:**

Sep. 2014 - Sep. 2016      Manchester Metropolitan University – MSc in Digital Marketing (predicted 1st).  
 Sep. 2006 - Jun. 2009:      University of Manchester – BA (Hons) in English and Drama.  
 Sep. 2004 - Jun. 2006:      Farnborough Sixth Form College – 4 A-levels & 2 AS-Levels.  
 Sep. 2002 - May 2004:      Farnborough Hill – 10 GCSEs grade A\* - B.

#### **Other Skills/Training:**

- Institute of Leadership and Management – Level 3 – Leadership and Management – April 2014 – High Pass
- Search Engine Optimisation (SEO) Training – TheEWord – June 2014 – Pass
- Advancing Your Leadership and Management – Manchester Met – November 2013
- Coaching and Training – Manchester Met – November 2013
- Recruitment Panel Training – Manchester Met – January 2013
- Advanced Negotiation Skills - SThree Group - November 2011
- Sales and Marketing Training - SThree Group - February 2010
- Advanced Sales Training - SThree Group - October 2009
- First aid trained
- Clean UK driving license
- Competent in all aspects of MS Office, Adobe, Corel Draw and other Digital Marketing software such as Hootsuite, Google Analytics, Salesforce, MailChimp etc.

#### **Interests:**

Dingy Sailing, Yachting, Theatre, Piano playing, and Creative Writing.

#### **Sailing:**

All my life I have been a keen sailor, racing at national and international level. I gained entry to the National RYA development squad before University. I have also taught sailing. More recently, I bought a sailing boat of my own, 34ft Victoria 34 named 'Caladh', who is now my home, office, transport and dream.

**References:**

[Julia Clarke](#), *Pro-Vice Chancellor & Dean of Faculty of Business and Law at Manchester Metropolitan University* (Julia managed Kathryn directly)

"As our Faculty Marketing Manager, Kathryn transformed our marketing proposition so activity was effectively aligned to strategy. She built and managed her own great team as well as delivering huge improvements in our internal communications to benefit the wider workforce. Kathryn is a creative marketeer and excellent project manager who always delivers."

**Sept 2, 2018**

[Liz Gorb](#), *Director of Apprenticeships at Manchester Metropolitan University* (Liz worked in the same team)

"Very bright, talented, committed, a highly skilled digital marketing expert and communicator, Kath is a great colleague who you would always want on your team."

**Aug 27, 2018**

[Farshad Qasim](#), *Freelance Graphic Designer at SounDesign* (Farshad reported to Kathryn)

"Only a few people have the opportunity to report to a manager who also acts as a mentor and a great advisor, but I did when I worked for Kathryn. Kathryn is one of those rare managers who naturally serves the team as an inspiring coach but also acts as the go-to person for solving any problems that may occur from the marketing work assigned to serve the Centre's strategy. Her ability to manage multiple projects for the Centre was impressive and made an effective difference in the productivity level of our marketing team. Kathryn would be a true asset for any position and company requiring marketing and management. Any employee would be lucky to have her as a manager and a true friend."

**May 1, 2015**

[Dionne Anderson](#), *Freelance Marketing Consultant at Cardea Solutions* (Dionne reported to Kathryn)

"Kathryn epitomises managerial excellence, providing many opportunities to learn, manage and grow during my time at the Centre for Enterprise. Never dismissive or too busy to answer questions, (despite the many project deadlines) Kathryn made sure we were able to actively contribute to all areas of the CfE's strategic vision. Ensuring that I was recognised as a valuable team member by the executive management team, I was able to establish strong relationships with all stakeholder groups across the university and with external partners. I will come away from this role having not only developed professionally but personally as well, recognising the traits required if I should ever hope to be as revered and talented a leader as Kathryn."

**April 10, 2014**

[Luisa Guerra](#), *Fashion Communicator at Iconoclast Daily* (Luisa reported to Kathryn)

"I worked with Kathryn for almost a year during my internship at the Centre for Enterprise. As my manager, she introduced to me new concepts and gave me the opportunity to put them into practice. She actively included me in the development strategy of CfE and indirectly taught me how to be stern yet easy going professional, while liaising with different team players within the University. She constantly encouraged my creativity and work/life goals, advising and supporting me as I worked towards them. I am very thankful to Kathryn for all of the knowledge she shared with me and helping me find the right career path."

**April 13, 2013**

[Professor Simon Robertshaw](#), *Dean of Arts & Digital Industries at UEL* (Simon managed Kathryn)

"Kathryn proved to be an invaluable part of the Sandbox team. Her commitment and professional ability are of the highest standard. I would recommend her in any capacity in engaging clients or industry. She is also friendly and a great sense of humour!"

**October 1, 2012**

[Liz Neidhardt](#), *Divisional Manager - Huxley Associates* (Manager at Huxley Associates)

"During her time at Huxley Associates, Kathryn played a strategic part in identifying and securing exclusive business with a range of SME's and multinationals. Specialising in the placement of Supply Chain professionals, she delivered a structured and transparent recruitment process resulting in an outstanding level of repeat business. She excels at building relationships, has delivered presentations at the highest level and has a keen eye for new market niches. Kathryn quickly established herself as an integral part of the team and was always on hand to mentor and support her colleagues. She is one the most organised consultants I have worked with as well as being one of the nicest! I have no hesitation in recommending her on both a personal and professional level."

**December 7, 2011**

**Further references available upon request**