

## Laura Slade Internal Communication Consultant LS Marketing Ltd Surrey United Kingdom

[laura@lsmarketing.co.uk](mailto:laura@lsmarketing.co.uk) +44 (0) 771 289 1556 [www.linkedin.com/in/lsmarketing](http://www.linkedin.com/in/lsmarketing)

A committed, tenacious and self-motivated communications professional, I have worked closely with a wide range of stakeholders to deliver clear, on brand and effective campaigns. I have a proven track record in a variety of internal communications roles including employee engagement, project deployment and organisational change. My skillset spans strategic and tactical activities; I have executed communications plans from strategy and message development through to delivery and evaluation. Naturally collaborative, I work well with all levels within a business (colleagues, senior leaders and CIOs) and have experience working within a PMO environment. An accredited MS Office Specialist, I have strong IT skills, am a fast learner and enjoy sharing knowledge and best practice.

### Self-employed Communication Consultant (LS Marketing Ltd) May 2003-Present

LS Marketing is my own limited company through which I bill my communication services in three areas of activity:

- 1 Major contracts or projects listed in this CV usually through recruitment agencies
- 2 Short projects direct for clients focussing on MS Office document design and training
- 3 Pro bono volunteering and campaigning for animal welfare groups

### Celia Cross Greyhound Trust: Volunteer April - present 2017

Part time professional and practical support as required

- Gained online and print editorial coverage through press releases
- Manage the Twitter account - creating graphic and video content for Twitter and Facebook
- Promoted fundraising events and provided support during events
- On site overnight caretaker of kennels and kennel hand as required to cover staff absence
- Conduct home checks, fostering and socialisation of dogs

### NHS Clinical Commissioning Group: Project Manager Aug 2016 - March 2017

Short-term contract in the Communications & Engagement Team

- Engaged with staff to develop framework meeting their requirements
- Designed and drafted intranet site (structure, text and graphics)
- Provided ad hoc digital skills support to the team - such as screensavers and plasma presentations
- Updated all artwork and templates following NHS brand refresh

### Prologue Project Co-ordination: Document designer Aug 2015, Jun/Jul 2016

MS Office design support ensuring documentation on brand and matches other client materials

- Designed templates for property developer manuals
- Delivered user training and created user guides for population of templates

### Barclays: Change Delivery Communications Oct 2015 - Feb 2016

Communications to support Change Deliver Capability in the group from the EPMO

- Refreshed Change Delivery intranet site (SharePoint 2010)
- Delivered tactical communications for change delivery tool deployments
- Developed communication plan for 2016
- Created team intranet site and MS Office templates, then ran upskilling sessions for the team

### Cognizant: Communications Lead PMO May to Sep 2014

From the PMO, managed programme communications for a manufacturing project for a pharmaceutical client

- Developed rolling communication plan, continuously reviewed and adapted depending on project needs
- Worked with leadership team to produce all leadership communications for programme team and stakeholders
- Channels used included newsletters, posters, virtual forums, Town Halls and emails
- Supported and mentored work stream colleagues to produce improved BAU communications
- Managed and developed the project SharePoint site

### Lloyds Banking Group: Manager Group Corporate Affairs Nov 2013 to Feb-2014

Delivered the PowerPoint Capability Project to GCA colleagues

- Identified training and template requirements for Group Corporate Affairs
- Developed and delivered series of MS PowerPoint and Message Visualisation training courses
- Trained over 200 colleagues in total of which 80% were classroom led and 20% were virtual sessions
- Collaborated with Brand & Design teams, created new MS Office templates and materials for use across the group
- Communicated and promoted training courses using email and collaboration channels
- Course evaluation and benchmarking revealed course satisfaction and productivity gains

**BP International Limited: Digital Security Education and Behavioural Change** **May 2012 to Oct 2013**  
Programme / Technical Communications Advisor: internal global audience

- Planned, designed and delivered both stakeholder and end user communications for global BYOD programme
- Materials included multi-lingual user guides and HTML emails, intranet pages, screencasts and surveys.
- Delivered a SharePoint site and workflows to enable users to self-provision their own BYOD services
- Produced eLearning materials and educational videos to support adoption of new services
- Created online and in-house elements of BP's most successful cyber security awareness campaign
- Restructured and updated the securityatBP intranet site, introducing metrics to track the increased usage
- Designed and delivered channel communications e.g. virtual town halls, SharePoint sites and newsletters

**BP International Limited: IT&S, Finance and HR Functions** **Sep 2010 to Mar 2011**  
Maternity Cover for Channel Communications Specialist: internal audiences

- Delivered specific campaigns directly for the CIO and his team on leadership strategy communications
- Managed site migration from SharePoint to a CMS intranet platform and maintained the content
- Created and/or improved channel communications e.g. emails, Live Meetings, screencasts, presentations
- Introduced better metrics such as analysis of intranet statistics and emails open and click through rates

**John H Martin Associates Ltd** **Dec 2009 to Feb 2010, Aug to Sep 2010**  
Document Designer multidisciplinary technical report: specific legal scientific audience

- Delivered a printed (nine volume) and electronic (interactive DVD) report to a rigid deadline
- Developed and applied complex MS Word branded templates utilising field codes and switches
- Designed artwork for all folders, covers, dividers and packaging - briefed these into the printers in Spanish
- Worked as part of a European exploration and production team in Madrid

**EDF Energy: Business Improvement and Technology** **Dec 2008 to Jul 2009**  
Internal communications consultant: internal audience (1,200 IT staff)

- Managed specific projects for stakeholders including the HR Pay Review communications campaign
- Supported day to day communications activities (email, intranet) during a period of organisational change
- Worked with central communications team on intranet refresh
- Introduced metrics and templates to the team and documented key processes

**The Royal Bank of Scotland: Technology Services Division** **Nov 2008**  
Technical copywriting best practice project: internal audience (5,000 IT staff)

- Summarised relevant house style and guidelines and identified problem areas in existing copy
- Developed and delivered face to face staff training sessions
- Produced guidelines for technical staff
- Client incorporated guidelines into staff training plans and application usability guidelines

**BP International Limited: IT&S and DCT Functions** **Jul 2007 to Aug 2008**  
Project Manager - renaming of DCT to IT&S: audience internal (BP)

- Project managed all affected elements of this rebranding programme such as intranets and applications
- Created or updated communications guidelines and templates to reflect new branding

Channel Communications Specialist: internal audience (4,500 DCT employees)

- Became expert user of MS SharePoint and Adobe Captivate, publishing guidelines and templates
- Developed an online communications self-service "toolkit" of branded templates and user guides
- Analysed and published metrics and measures of email and SharePoint site efficacy

**Prologue Project Management Limited** **Mar 2007, Sep 2007**  
Corporate Rebrand Project: external audience (clients and suppliers)

- Redesigned logo and website
- Refreshed all branded materials and templates and updated the marketing toolkit
- Designed, wrote and gained client approval (The Tussauds Group) to publish a new case study

**Sainsbury's Supermarkets Limited: IT Division** **Oct 2005 to Sep 2006**  
Communications lead on the project team responsible for the TUPE insource of 500 employees

- Produced plans and materials for steering group and operating and main board presentations
- Presented communications plans directly to the steering group
- Developed and delivered the overall communications plan until 5 months after the transfer
- Project managed the Welcome Campaign for the 500 new colleagues
- Worked closely with the HR Manager, IT Director, external consultants and IT Managers
- Liaised with Internal Communications to deliver messages within Sainsbury's
- Liaised with the Press Office and Investor Relations to manage external communications

## Square Mile Sourcing Limited

Mar to Sep 2006

Corporate Rebrand Project: internal audience (consultants), external audience (clients and suppliers)

- Project managed creation of new identity
- Selected and managed design agency, worked with client to develop design brief, managed budget
- Selected and managed web agency, provided content and new identity guidelines to product new site
- Applied new identity to all other materials and templates and produced marketing toolkit

## Bolton Salford and Trafford Mental Health NHS Trust

Oct 2004 to Jul 2005

Marketing Consultant for Training Toolkit Production - internal NHS audience

- Took training materials and developed into new format training toolkits for administrators and trainers
- Structured, updated and branded all delegate materials
- Resulted in measurable increases in both delegate satisfaction and trainer efficiency

## The Computer Luggage Company

May to Dec 2003

Marketing Consultant European Product and Brand Launch: internal, channel and consumer audiences

- Managed a phased brand and launch internally, to European sales agents, channel partners and consumers
- Developed a multilingual product database to supply content for all marketing materials
- Managed the channel non-disclosure process and produced in-house pre-launch materials
- Delivered targeted e-marketing and direct mail campaigns using salesforce.com

## Education, Training and CPD

First Aid for Dogs	2016
Chartered Marketer: The Chartered Institute of Marketing	2003-2016
Guardian Masterclass: Social Media for Charities	2015
Microsoft Office Specialist: MS Word Expert and PowerPoint 2013	2014
Guardian Masterclass: Data Visualisation	2013
Adobe Certified Associate: Web communication using Adobe Dreamweaver CS4	2010
Microsoft Office Specialist: MS Word, Outlook and PowerPoint 2010	2010
A Level: Spanish	2009
Microsoft Office Specialist: MS Word, Outlook and PowerPoint 2003 and 2007	2007
Marketing Diploma: Salford College of Technology	1989
Bachelor of Engineering: University of Bristol	1988

## Additional Software Skills

- MS SharePoint, MS SharePoint Designer, MS Excel
- MS Lync, MS Live Meeting, WebEx
- Adobe Captivate, Photoshop, InDesign and Acrobat
- eC-Messenger (HTML eMarketing)
- Umbraco & Interwoven Content Management Systems
- Social media: Facebook, Yammer, Twitter & Instagram-

## Employment History

### Purvis Slade Productions Ltd

Feb 2001-April 2003

Marketing Consultant

*Conference and event production Company specialising in the financial services sector*

- Created a new and improved interactive conference format that improved the event's effectiveness
- Instigated a programme of satisfaction surveys to monitor and promote company performance
- Produced a cost effective suite of rebranded marketing materials for in-house tailoring for each client
- Secured funding to appoint an external H&S consultant to develop event health and safety processes

### Dragon Systems UK Ltd

July 1999-Nov 2000

Marketing Manager

*This was the new Northern European subsidiary of a leading US speech recognition software.*

- Increased direct sales and lead referrals by training and communicating with call centre staff
- Managed product and issue led PR campaigns, gained extensive press coverage and won product awards
- Developed exhibition strategy that sold products, generated leads and showcased new technologies
- Secured greater budget (\$740K) and local autonomy to manage effective local marketing campaigns
- Developed closer relationship with reseller channel with improved channel communications

### Toshiba Information Systems UK Ltd

Sep 1995- Apr 1999

*The UK PC Division manufactures portable and desktop computers, sold through a dealer network.*

### Channel Marketing Manager (1997-1999)

- Secured greater budget (£1.8 million) and headcount (5) to better promote sales through reseller channel
- Ensured reseller intranet was launched during first phase of web site by collaborating with web team
- Managed product launch campaigns, resulting in 95% brand awareness and record sales at launch
- Demonstrated a significant increase in reseller satisfaction using the annual survey
- Line management of four staff

### Dealer Marketing Specialist (1995-1997)

- Refined incentive system making it more efficient to use, cheaper to modify and easier to outsource
- Improved product communications to resellers, increasing sales and improving the relationship
- Redefined and updated reseller database to provide customers with better information more efficiently
- Managed reseller incentive campaigns and events to promote sales through the channel

### Misco Ltd

Apr 1994- Jan 1995

#### European Product Manager

*Misco is a multi-million pound subsidiary of Europe's largest IT reseller.*

- Negotiated additional £60K advertising revenue to fund major improvements to product ranges and pages
- Developed product range, increasing proportion of the product mix from 25 to 33% in first 3 months
- Completed 11 catalogues within budgets and deadlines
- Secured award of Toshiba, HP and AST dealerships enabling better competitive position in marketplace

### DN Computer Services Ltd

Dec 1990-Apr 1994

*UK reseller now called PC World Business Direct following acquisition by the Dixons Stores Group.*

#### Marketing Manager (1993-1994), Product Manager (1990-1993)

- Integrated technical support functions within the sales order processing system
- Continued to manage product range with a further 10% increase in turnover
- Managed team of four staff
- Improved sales reporting to enable more accurate forecasts by instigating changes to computer system
- Negotiated better credit terms to facilitate sales growth by developing relationships with key suppliers
- Managed product range, increasing revenue by 50% and percentage of product mix from 5% to 33%
- Completed all catalogues on time and on budget to maximise ROI

## Endorsements

*"Laura is one of those rare individuals who just 'makes it happen' without fuss, and who has already thought five steps ahead and factored in all eventualities and potential road-blocks! She has been an absolute joy to work with."*  
Internal Communications Consultant, BP (LinkedIn recommendation)

*"Laura has proven her digital capabilities over and over again in BP. She has transformed intranet sites and managed the Bring Your Own Device campaign throughout BP. Her email marketing, HTML and CMS skills are second to none"*  
Digital Communications Manager, BP (LinkedIn recommendation)

*"Laura was fantastic to work with. She did an exceptional job on revamping the end-user experience, content and branding of the Digital Security intranet site. Laura brings with her a huge amount of energy and enthusiasm. She is innovative, creative and a highly motivated perfectionist, with a huge amount of knowledge in her field."*  
Policy and Knowledge Analyst, BP (LinkedIn recommendation)

*"Laura supported me during early 2009 by providing a detailed and robust Communications Plan and accompanying Manager Briefs around a difficult change programme that was addressing our Remuneration and Reward practices. Her quick understanding of the complex components to this project, her commitment and her dedication were key determining factor in it being successfully rolled out across my business."*  
Head of HR, EDF Energy (LinkedIn recommendation)

*"I've worked along Laura on a major change programme. Under intense pressure, she shaped a communications programme for this major enterprise including both internal and external communication strategies. It was outstandingly successful and she was a key part of the change team."*  
Senior Consultant, Project One Consulting (LinkedIn recommendation)

*"Laura provided an outstanding service, professional, detailed and with lots of value add. She made a measurable difference and left us with the tools to carry on applying her recommendations."*  
Technology Services Manager, The Royal Bank of Scotland (LinkedIn recommendation)