

## Laura Slade BEng DipM MCIM Chartered Marketer

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A committed, tenacious and self-motivated communications professional, I can be a passionate advocate for your message, brand or product. A Chartered Marketer and Microsoft Office Specialist whose communications experience spans print, live and electronic media, I have managed staff, agencies and significant budgets. Naturally organised and collaborative, I work well with all levels within an organisation especially when liaising between technical and non-technical teams. My successful IT product marketing background and strong IT skills enable me to adopt new technologies to deliver messages and develop sustainable best practice advice and materials for clients.

### Consultancy History

#### LS Marketing Ltd

2003-Present

##### Self-employed Communication Consultant

LS Marketing is my limited company through which I charge for my communication consultancy services. I have worked on marketing and internal communication projects for corporate, public and non-profit clients. Significant contracts are listed below and details of smaller projects are available in my portfolio presentation.

#### Lloyds Banking Group: Manager Group Corporate Affairs

2013-14

##### 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
- Created new MS Office templates for use across the group
- Collaborated with Brand and Design teams and 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

2012-13

##### Programme / Technical Communications Advisor: internal global audience

- 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
- Planned, designed and delivered both stakeholder and end user project deployment communications
- 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
- Designed MS Office templates for both the BP wide new policy process and information handling policy

#### BP International Limited: IT&S, Finance and HR Functions

2010-11

##### Maternity Cover for Channel Communications Specialist: internal audiences

- Delivered specific campaigns directly for senior managers 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

2009-10

##### 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
- Created using Acrobat the interactive DVD version as a series of linked and bookmarked PDF documents
- Worked as part of a European exploration and production team in Madrid

#### EDF Energy: Business Improvement and Technology

2008-9

##### Internal communications consultant: internal audience (1,200 IT staff)

- Supported day to day communications activities (email, intranet) during a period of organisational change
- Managed specific projects including a Senior Manager event and Pay Review communications campaign
- 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

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
- Produced guidelines for technical staff and held 16 training sessions
- Client has now incorporated the results into staff training plans and application usability guidelines

## **BP International Limited: IT&S and DCT Functions**

2007-8

**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**

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**

2005-6

**Communications lead on the project team responsible for the TUPE insource of 500 employees from Accenture to Sainsbury's IT Division: internal and external audiences**

- 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 IT Director, external consultants, IT Managers and HR Managers
- Liaised with Internal Communications to deliver messages to rest of Sainsbury's
- Liaised with the Press Office and Investor relations to manage external communications

## **Square Mile Sourcing Limited**

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**

2004-5

**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**

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

## **Employment History**

### **Purvis Slade Productions Ltd**

2001-3

**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**

1999-2000

**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

1995-9

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

### Channel Marketing Manager (1997-1999)

- Identified and released over £3 million of unused A&P funds back into the organisation
- 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

### 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

1994-5

### European Product Manager

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

- Negotiated £30K/qtr 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

1990-4

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

### Marketing Manager (1993-1994)

- Assumed responsibility for the technical support department; recruited and trained new engineers
- Integrated technical support functions within the sales order processing system
- Continued to manage product range with a further 10% increase in turnover
- Improved sales reporting to enable more accurate forecasts by instigating changes to computer system

### Product Manager (1990-1993)

- 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
- Managed existing and secured new dealerships to improve product range and company credibility

## Education, Training and CPD

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
Chartered Marketer	The Chartered Institute of Marketing	2002 - present
Marketing Diploma	Salford College of Technology	1989
Bachelor of Engineering (2:2)	University of Bristol	1988

## Professional Bodies

Member (MCIM)	The Chartered Institute of Marketing	since 1998
Branch Committee	The Chartered Institute of Marketing	2005

## Software Skills

MS Word, MS PowerPoint, MS Outlook	Current	Advanced
Interwoven (CMS)	Current	Advanced
MS SharePoint, SharePoint Designer	Current	Advanced
MS Excel	Current	Intermediate
MS Lync, MS Live Meeting	Current	Advanced
Adobe Captivate and Photoshop	Current	Intermediate
eC-Messenger (emails)	Current	Intermediate
Adobe InDesign, Dreamweaver	Current	Basic

## Languages

Spanish	Current	A Level
French	Last used at University	

## Interests

Greyhound rescue and conservation volunteering, crafts, Spanish, travel, baking, Penguin classic crime novels

## Endorsements

*"Laura combines excellent technical ability with great marketing skills; a rare combination. She worked with me on a global awareness programme producing professional, high quality and creative marketing materials and on-line communications."*

Event Management and Communications Consultant, BP (LinkedIn recommendation)

*"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 has an Expert knowledge of MS Word and a wide command and understanding of design and communication principles and practice. Her input to the project surpassed our expectations and we hope to use her skills in future work."*

Director, JHMA (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)

*"Laura's high quality work, focus on delivery, creative approach and willingness to do what it takes is refreshing and much appreciated. She brings a lot of fun with her, which makes getting the job done much easier, and is a great team player."*

Internal Communications Manager, BP (LinkedIn recommendation)

*"I worked with Laura on several projects, including an IT function in sourcing, a rebranding exercise and a revamp of our Intranet site. Laura brought professionalism, expertise and a human touch. It was a pleasure to work with Laura; I would recommend her skills and gladly work with her again. What she doesn't know about Microsoft Office isn't worth knowing."*

IT Service Delivery Manager, Sainsbury's Supermarkets Ltd (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)

*"Just a short note to thank you so much for making the presentations yesterday so successful. The flow and quality of the presentations and overall organisation was just excellent and you provide a great sense of confidence that makes everything work really well. You did a great job!"*

Change Director, Sainsbury's Supermarkets Ltd (e-mail)

*"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)

*"Laura was a brilliant addition to our marketing team. Her knowledge and persistence helped bridge the communications gap between North American and EMEA-based marketing activities so we could achieve a more global approach with our products."*

US Product Manager, Dragon Systems (LinkedIn recommendation)