

CV - Christian Matthew Howe

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DOB: 22-02-1973

With a background in B2B and B2C, I have a track record of delivering superior product propositions and implementing effective marketing strategies leading to increased revenue, brand awareness and customer buy-in. A passionate communicator that can motivate and influence decision makers at all levels. I have a track record in managing a range of high profile, high value and complex projects that have contributed to increased profitability year on year. I am a leader with integrity, passion and the drive to succeed by involving all levels of the team to ensure an integrated and cohesive approach to achieve business goals.

Key skills

- Brand management
- Corporate identity
- Corporate communication
- Stakeholder management
- Market identification
- Project management
- Strategy & planning
- CRM optimisation
- Advertisement generation
- Campaign implementation
- Event design & management
- Online presence
- SEO, SEM, PPC
- Social media channels
- Email marketing
- Content generation
- Presentations
- Stock photography
- Team management
- Budget management
- Commercial awareness
- Change management
- Brand manifestation

Key software

- Salesforce
- Kentico & Joomla
- Photoshop & Illustrator
- In-Design & Acrobat
- Dreamweaver & Flash
- Word & Excel
- PowerPoint
- MailChimp
- iBooks Author
- PC & Mac Literate

Current position

Marketing Manager | Curtiss-Wright Industrial Division

| '02 -

www.cw-industrial.com

The Curtiss-Wright Corporation is an American-based, globally diversified, product manufacturer and service provider for the commercial, industrial, defence and energy markets.

Management of the marketing functions for the Industrial Group with a wider responsibility for the division's online presence. Delivery of the communication strategy, marketing plans, publication initiatives, brand awareness and competitor analysis. With a directive to build and maintain a wide range of marketing material, design and grow the company's online presence, lead generation, customer retention and stakeholder management.

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Market Strategy & Planning:

- Market analysis and strategy development based on business goals and clear metrics.
- Translation of complex technical concepts and capabilities into clear market propositions.
- Delivery of go-to-market initiatives across a broad spectrum of channels.
- Brand representative on behalf of the division on corporate branding council.
- Relationship management with external contractors and internal stakeholders.

Delivery: Management of the year-on-year marketing plan to ensure KPI's are in line with business needs and to agreed \$1,000,000 budget.

Branding & Communication:

- Implementation of corporate branding initiatives.
- Manage communication mechanisms and channels, internally and externally, to re-inforce the corporate brand, image and vision.
- Ensure branding guidelines are adhered to.

Situation: *A re-alignment of the go-to-market offering at corporate level, placing our product brands into a new division and group based structure.*

Solution: *Carried out a complete review of all material through our 36 facilities, built a manageable strategy for change and customer re-education.*

Result: *Customer engagement swing of over 60% away from old brand names in less than 12 months.*

Digital Marketing Material:

- Website management over multiple sites, platforms and languages.
- Social media account management, content creation and analysis.
- Email campaign generation and management.
- Online analytics and SEO management.

Situation: *A historic range of 20 websites with incorrect branding, in different formats, languages and platforms.*

Solution: *After a full review, managed a ground-up redevelopment the brands together to form a single division.*

Result: *Sites now delivering over 50,000 unique visits per month with an increase of 30% online lead generation. Additionally a saving of \$30,000 per year against hosting, domain and support contracts has been achieved.*

Print Material:

- Advert design and campaign management.
- Management of all printed product information.
- Management and delivery of all branded goods to distributors and sales teams globally in line with new corporate initiatives.
- Generation and maintenance of complex technical manuals, help text suits, programming software support.
- Design and management of the high value bid proposals.

Situation: *Develop a strategy for delivering more product information in a simpler digital medium.*

Solution: *The iBook delivers the entire product range directly to the customer in a clear and easy-to-use format, simple platform updates and a mixture of contact possibilities all at the user's fingertips.*

Result: *Cost saving of over \$50,000 per year in printed material.*

Events:

- Guide stand design and layouts, generate large format print graphics to support company aims and promotions for exhibitions.
- Generation of PowerPoint presentations for exhibition at all levels.
- Deliver events to a high quality.

Situation: *Maintain a global presence, look and feel, whilst rationalizing costs*

Solution: *Developed a common look, instructed a single supplier and initiated a uniform method of communication with the sales team and lead capture.*

Result: *40% reduction in exhibition costs, 20% increase in lead capture per show.*

Product Development:

- Guide design and user experience functionality for new products to meet strategic goals.
- Generate GUI graphics and specifications to support software engineers.
- Deliver the value proposition for go-to-market strategy.

Situation: *Development of a new high value controller, containing a larger LCD screen.*

Solution: *Collaboration between departments to design, specify and create a completely fresh suit of graphics generating a more user friendly environment whilst delivering a high level of information.*

Result: *Increased LTV for the product line of around \$100 million.*

Design Work:

- Generation and management of overall company design specifications, website, online media points, brochures, adverts, events, products, GUI's.

Photography and Illustration:

- Management and selection of photographic stock, including purchases and licenses.
- Generation of graphics and illustrations to support a wide range of company requirements.

Previous experience

Head of Publications | Marden Edwards | Reports - 3 | '00-'02

- Development of an internal team to further strengthen the companies' value proposition.
- Identify cost savings for manual creation and begin centralisation of marketing collateral.

Digital Print Executive | Stewart Signs | Reports - 4 | '99-'00

- Lead a digital team specialising in the production and sales of digital image print product.
- Influence design and specification to suit client requirements and liaise with stakeholders.

Auction Team Manager | Baltic Pine | Reports – 8 | '95-'99

- Market development and planning, internal and external design and construction liaison.
- Manage the workshop production, customer service & cost effectiveness.

Technical illustrator | Industrial Graphics Services | '93-'95

- Create technical, presentational artwork for the Volkswagen Group, Porsche, BMW and Mercedes.

Education

Digital Marketing Institute	Professional Diploma in Digital Strategy & Planning	'16
University of Falmouth	National Diploma in illustration.	'93
Rushmoor Boarding School	9 GCSE's B/C Grade.	'91

Outside of the office ...

I'm over 40, married with two cracking children. When I'm not at work I have a few things I enjoy; sailing, property development and coaching rugby. I have coached mini's rugby (ages 7 – 12) for 4 years at our local club, and undertaken the role of Chair for the Mini's Academy. Witnessing the children's development, both individually and as a team, via a sport they are passionate about, drives me forward and gives me great satisfaction.