

# MADELEINE PORTWAIN

MARKETING | PR | COMMERCIAL | GROWTH

## PERSONAL DETAILS

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 Oxfordshire / Berkshire, UK

## EDUCATION

### BACHELOR'S DEGREE

Language Science & Psychology BSc  
University of Reading | 2:1

### HIGHER EDUCATION

11 GCSEs & 3 A-Levels (A\* - B)  
Our Lady's Abingdon Senior School

## STRENGTHS

- Creativity & innovation
- Communication
- Leadership
- Attention to detail
- Collaboration & team working
- Commercialisation

## SOFTWARES

- Google Workspace & MS Office
- Google Analytics & Adwords
- Adobe Creative Suite & Canva
- HubSpot, MailChimp & DotDigital
- Hotjar, Semrush & Funnel
- Monday, Asana & Confluence
- Wordpress, Lumen & React
- Spektrix & Salesforce

## PERSONAL SUMMARY

Strategic digital and marketing leader driving growth and transformation across elite sport, live events and high-growth organisations. Proven in evolving audience and customer journeys, scaling digital platforms, and delivering integrated, results-led marketing & communications strategies across both B2B and B2C environments. Deeply committed to equality and sustainability, ensuring these values actively shape strategy, culture and decision making. Recognised for collaborative leadership, strong stakeholder management, and the ability to balance heritage, innovation and commercial ambition within complex and high-growth organisations.

## CAREER TIMELINE

### HENLEY ROYAL REGATTA | EVENTS & SPORTS

- Head of Digital & Comms | September 2024 - Present
- Marketing & PR Manager | March 2022 - September 2024

### FREELANCE

- Angel Investor & Advisor | January 2022 - Present
- Marketing & Operations Consultant | May 2016 - March 2022

### OXA (OXBOTICA) | TECHNOLOGY & AUTOMOTIVE

- Marketing & PR Manager | March 2020 - January 2022
- Marketing & PR Coordinator | March 2019 - March 2020
- Facilities & HR Assistant | November 2018 - March 2019

### NHS - IMPACTT | HEALTHCARE & PSYCHOLOGY

- Assistant Psychologist | October 2017 - November 2018

### PRISON ADVICE & CARE TRUST (PACT) | SOCIAL CARE

- Volunteer Mentor | January 2017 - November 2018

### WOKINGHAM CRISIS HOUSE | SOCIAL CARE

- Volunteer | August 2017 - July 2018

### BDO | FINANCE

- Trainee Accountant | September 2013 - July 2015

## VALUES

- Innovate with impact
- Champion equity & inclusivity
- Lead with empathy
- Embrace risk
- Never stop learning
- Trust the data

## PERSONALITY

- Organised
- Confident
- Creative
- Innovative
- Resourceful
- Analytical

## EXTRACURRICULAR

- Ran an online campaign for MNDA raising over £6,000
- Assisted with a PhD study exploring neural inhibition
- Developed a tool to reduce PD diagnostic waiting time by 83%

## HOBBIES/INTERESTS

- Psychology & neuroscience
- True crime
- Interiors, gardening & DIY
- Golf, tennis & skiing
- Escape rooms & quizzes

## REFERENCES

### BEN TUFNELL | CONTRACTOR

Director | Row360

Available on request

### OLIVIA YOUNG | EX EMPLOYEE

Content Assistant | Henley Regatta

Available on request

### DANIEL GRIST | EMPLOYER

CEO | Henley Regatta

Available on request

## RESPONSIBILITIES/ACHIEVEMENTS

### HENLEY ROYAL REGATTA | 2022 - PRESENT

Reporting into the CEO, I lead the digital, marketing and communications functions for HRR, setting strategy, direction and priorities across all consumer-facing activity. My role centres on driving digital transformation and growth while safeguarding one of the sport's most historic heritage brands. I manage a small in-house team alongside specialist agencies and freelancers, overseeing end-to-end delivery across marketing, PR and digital platforms. I own strategic planning, financial management, performance reporting and board-level insight, translating data into clear recommendations and action.

#### Key Responsibilities

- Define and deliver integrated, data-led growth strategies
- Lead, manage and develop cross-functional teams
- Own the full digital ecosystem, driving platform evolution
- Deliver impactful creative across paid, owned & earned media
- Report and present on KPIs, ROI and spend in line with budgets
- Lead on all PR activity with a focus on global expansion and reach
- Steer a cohesive brand identity across all channels and touch points
- Collaborate with partners for on-site activation planning & delivery

#### Key Achievements

- Modernised press operations, increasing coverage + reach
- Brought social in-house, driving reach, engagement + efficiencies
- Launched first digital ticketing platform, unlocking scalable growth
- Optimised website, delivering consistent 10% YoY growth
- Rebuilt the online shop to enable seasonal agility and data-led sales
- Introduced guest Wi-Fi to improve experience and capture data
- Deployed an AI chatbot, reducing enquiries + operational load
- Centralised CRM and automation, delivering a 207% uplift in retail
- Implemented RFID to track behaviour + inform operational plans
- Led a CSR drive, strengthening environmental impact + positioning

### OXA (OXBOTICA) | 2018 - 2022

- Monitored overall marketing performance – tracking KPIs & ROI
- Successfully managed a small team alongside external agencies
- More than doubled social media audience & outreach in 12 months
- Led a global PR campaign for a c.\$70M Series B funding round
- Developed & implemented a global crisis communications plan
- Implemented an ED&I programme across the entire organisation
- Oversaw the design and build of a new company website
- Worked collaboratively to deploy a full corporate rebrand
- Planned & delivered company events - both internal & external
- Supported teams with trademark & data protection compliance
- Built relationships with partners for collaborative content creation
- Led product launches in collaboration with a high-profile partners
- Ran a community campaign which saw a 16% improvement in trust