

# MADELEINE PORTWAIN

MARKETING | PR | COMMERCIAL | GROWTH

## PERSONAL DETAILS

-  [madeleineportwain.com](http://madeleineportwain.com)
-  +44 (0) 7799 077006
-  [madeleineportwain@gmail.com](mailto:madeleineportwain@gmail.com)
-  Oxfordshire, 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

A versatile and creative marketing professional with a diverse background across numerous different industries and organisations. Demonstrated success in building brands, crafting innovative campaigns, and delivering results-driven strategies in both B2B and B2C settings. Passionate about people, sustainability, and driving digital transformation. Characterised by an entrepreneurial mindset, meticulous attention to detail, and a can-do attitude - enhancing team dynamics and contributing to organisational growth and success.

## CAREER TIMELINE

### HENLEY ROYAL REGATTA | EVENTS & SPORTS

- Marketing Manager | March 2022 - Present

### FREELANCE

- Angel Investor & Consultant | 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

### 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

## PERSONALITY

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

## VALUES

- Innovate with impact
- Champion equality
- Lead with empathy
- Embrace risk
- Never stop learning
- Trust the data

## 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, hockey & skiing
- Escape rooms & quizzes

## REFERENCES

### MARK ASPLAND

COO | Legends Tour  
07734 748546

### CHLOE WADDINGTON

Managing Director | Skylab  
07739 407017

### DANIEL GRIST

CEO | Henley Royal Regatta  
Available on request

## RESPONSIBILITIES / ACHIEVEMENTS

### HENLEY ROYAL REGATTA | 2022 - PRESENT

Reporting into the CEO, I lead on all marketing activity for HRR. My focus is on introducing innovative initiatives and driving digital transformation, all while preserving the unique heritage of the brand. Alongside a team, I oversee all consumer-facing activity as well as the internal operations of the marketing department. I manage all functions, from content creation and strategic planning, to data analysis and budget forecasting - working with Sales, Memberships, Retail, Operations, Broadcast, Finance and Partnerships to ensure a cohesive and impactful brand presence across all business touchpoints.

### Key Responsibilities

- Develop and deliver data-led strategies to drive revenue & growth
- Manage diverse teams, including a portfolio of specialist agencies
- Oversee the entire digital landscape, steering innovative initiatives, enhancing user experience and leading digital transformation
- Deliver impactful creative across paid, owned & earned media, utilising data & testing to ensure agile adaptation to market trends
- 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
- Collaborate with partners for on-site activation planning & delivery

### Achievements

- Aggregated multiple data sources to a centralised CRM platform for enhanced efficiency, segmentation and consumer targeting
- Introduced email marketing growing mailing lists to five figures
- Led the implementation of RFID technology into visitor badges to identify and assess patterns in guest attendance and behaviour
- Transformed the social strategy, resulting in 20M+ impressions, follower growth of 25K and a Sports Broadcast Award nomination
- Led a sustainability drive securing significant PR & media attention
- Digitalised ticketing processes, boosting sales guest sales by 113%

### 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 process
- 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 a product launch in collaboration with a high-profile partner
- Ran a community campaign which saw a 16% improvement in trust