# PRIYA WRIGHT

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## SUMMARY OF QUALIFICATIONS

- Marketer who plans campaigns around clear goals and reports honestly on results.
- Experience across 3 employers, most recently as Marketing Manager at Brightline Agency.
- Comfortable across email, social and events.
- Known for clear communication with colleagues and for following work through to the end.

## EDUCATION

**Leeds Beckett University** — **Leeds**
*BA Marketing* — *2018*

## PROFESSIONAL EXPERIENCE

**Brightline Agency** — **Manchester**
*Marketing Manager* — *Sept 2024 – Present*

- Managed a small paid-social budget and cut cost per lead by a fifth.
- Planned and delivered weekly campaigns across email and social channels.
- Ran three trade-show stands, from booking to follow-up.
- Reported monthly on channel performance to the leadership team.
- Planned the annual content calendar with sales and product.

**Brightline Agency** — **Manchester**
*Marketing Executive* — *Jul 2022 – Sept 2024*

- Ran A/B tests on landing pages and email subject lines.
- Grew the newsletter list from 4,000 to 11,000 subscribers in a year.
- Kept brand guidelines up to date and checked campaign assets against them.
- Wrote product pages and case studies with the sales team.

**Greenleaf Marketing** — **Manchester**
*Marketing Assistant* — *Jun 2019 – Apr 2022*

- Built the monthly marketing report from web and CRM data.
- Briefed and managed two freelance designers.
- Organised a customer webinar series with over 600 sign-ups.

## INITIATIVES

**Brand refresh**

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

**Customer story series**

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

## TECHNICAL SKILLS

General: Microsoft Office, Canva, HubSpot, Google Analytics
Languages: English (Fluent), German (B2)

## CERTIFICATIONS

- Google Analytics Certification
- CIM Certificate in Professional Marketing

## EXTRA-CURRICULAR ACTIVITIES

- Treasurer of a local sports club, keeping the accounts and membership list.
- Member of a community choir.
- Mentor for a school careers programme, helping students with CVs and mock interviews.

## REFERENCE

Maya Wright
Senior Lecturer, Brightline Agency

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