

# CV - Christian Matthew Howe

M: 07792-080675 | @: chris@ck-d.co.uk

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

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

## Current position

**Marketing Manager** | Curtiss-Wright Industrial Division | '12 -  
[www.cw-industrial.com](http://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.*

Generation and delivery of the communication strategy, marketing plans, lead nurturing, marketing automation, publication initiatives, brand awareness and competitor analysis. Drive lead generation, customer retention and sales growth within new and existing markets across the globe. Support the sales teams in Asia, Europe and America with wide ranging events, exhibitions and collateral.

### 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.
- Benchmarking, KPI monitoring and delivery of ROI.

### Branding & Communication:

- Manage communication mechanisms and channels, internally and externally, to re-inforce the corporate brand, image and vision.
- Customer engagement and refocus
- Implementation of corporate branding initiatives, securing buy-in from global stakeholders and local facilitators, in 36 facilities across all continents.

### **Marketing Material, Digital & Traditional:**

- Generation and implementation of the year and tri-yearly campaign strategy.
- Website design, creation and management over multiple sites, platforms and languages.
- Social media account management, content creation and analysis.
- Email campaign generation, SEO and analytics management.
- Advert design and printed product management.
- Management and delivery of all branded goods to distributors and sales teams globally in line with corporate initiatives.
- Design and management of the high value bid proposals.

### **Events:**

- Maintain a global presence at exhibitions within target markets.
- Guide stand design, layouts and staffing requirements.
- Deliver events to a high quality within budget
- Ensure events are supported digitally and traditionally to drive success.

### **Product Development:**

- Guide design and user experience functionality for new products to meet strategic goals.
- Deliver the value proposition for go-to-market strategy.
- Generation of early design elements, GUI graphics and specifications for engineers.

### **Design Work:**

- Generation and management of overall company design specifications, website, online media points, brochures, adverts, events, products, signage, corporate office environments.

### **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**

### **Digital Marketing Manager** | PG Drives Technology | Reports 1 | '07-'12

- Development of the go-to-market strategy in support of company goals and product launches.
- Broaden the company's online presence to create a wider, global, feel and generate ecommerce revenue
- Develop the marketing strategy to support regional sales teams and lead growth requirements.

### **Publications Manager** | PG Drives Technology | | '02-'07

- Broaden the range of publications and advertisements ensuring consistent brand and design.
- Develop brand guidelines for customer-facing material and enhance the company's online offering.
- Support sales and event team with literature and branded goods.

### **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
Falmouth University	National Diploma in illustration.	'93
Rushmoor Boarding School	9 GCSE's B/C Grade.	'91

## Outside of the office ...

Problem Solving | Marketing | Technology | Property Development | Building | Reading | Travel | Sailing | Games | Sport | Coaching Rugby

I was a licensed RFU coach, coaching mini's rugby for just over 4 years at our local club, and undertook the position of Chair for the Mini's Academy. Assisting the club develop its local brand identity; build the membership and a sustainable platform from which to grow the Youth and Senior sections.

Witnessing the children's development, both individually and as a team, via a sport they were passionate about, drove me forward and gave me great satisfaction