

Laura Slade BEng DipM MCIM

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A committed, tenacious and self-motivated communications professional, I can be a passionate advocate for your message, brand or product. A Chartered Marketer and Microsoft Certified Application Specialist whose communications experience spans print, live and electronic media, I have managed staff, agencies and significant A&P budgets. Naturally organised and collaborative, I work well with all levels within an organisation especially when liaising between technical and non-technical teams. My successful IT product marketing background and strong IT skills enable me to adopt new technologies to deliver messages and develop sustainable best practice advice and materials for clients.

Consultancy History

LS Marketing Ltd

2003-Present

Communication Consultant

LS Marketing is my limited company through which I charge for my communication consultancy services. I have worked on marketing and internal communication projects for corporate, public and non-profit clients including:

John H Martin Associates Ltd

2009-10

Multidisciplinary technical report: specific legal scientific audience

- Delivered a printed (nine volume) and electronic (interactive DVD) report to a rigid deadline
- Developed and applied complex MS Word branded templates utilising field codes and switches
- Designed and supplied to printers artwork for all folders, covers, dividers and packaging
- Created using Acrobat the interactive DVD version as a series of hyperlinked and bookmarked PDF documents
- Worked as part of a European exploration and production team in Madrid

EDF Energy: Business Improvement and Technology

2009

Internal communications consultant: internal audience (1,200 IT staff)

- Supported day to day communications activities (email, intranet) during a period of organisational change
- Managed specific projects including a Senior Manager event and Pay Review communications campaign
- Worked with central communications team on intranet refresh
- Introduced metrics and templates to the team and documented key processes

The Royal Bank of Scotland: Technology Services Division

2008

Technical copywriting best practice project: internal audience (5,000 IT staff)

- Summarised relevant house style and guidelines and identified problem areas in existing copy
- Produced guidelines for technical staff and held 16 training sessions
- Client has now incorporated the results into staff training plans and application usability guidelines

BP International Limited: IT&S and DCT Functions

2007-2008

Project Manager - renaming of DCT to IT&S: audience internal (BP)

- Project managed all affected elements of this rebranding programme such as intranets and applications
- Created or updated communications guidelines and templates to reflect new branding

Channel Communications Specialist: internal audience (4,500 DCT employees)

- Became expert user of MS SharePoint and Adobe Captivate, publishing guidelines and templates
- Developed an online communications self service "toolkit" of branded templates and user guides
- Analysed and published metrics and measures of email and SharePoint site efficacy

Prologue Project Management Limited

2007

Corporate Rebrand Project: external audience (clients and suppliers)

- Redesigned logo and website
- Refreshed all branded materials and templates and updated the marketing toolkit
- Designed, wrote and gained client approval (The Tussauds Group) to publish a new case study

Sainsbury's Supermarkets Limited: IT Division

2005-2006

Communications lead on the project team responsible of the TUPE insource of 500 employees from Accenture to Sainsbury's IT Division: internal and external audiences

- Produced plans and materials for steering group and operating and main board presentations
- Presented communications plans directly to the steering group
- Developed and delivered the overall communications plan until 5 months after the transfer
- Project managed the Welcome Campaign for the 500 new colleagues
- Worked closely with the IT Director, external consultants, IT Managers and HR Managers
- Liaised with Internal Communications to deliver messages to rest of Sainsbury's
- Liaised with the Press Office and Investor relations to manage external communications

Square Mile Sourcing Limited

2006

Corporate Rebrand Project: internal audience (consultants), external audience (clients and suppliers)

- Project managed creation of new identity
- Selected and managed design agency, worked with client to develop design brief, managed budget
- Selected and managed web agency, provided content and new identity guidelines to product new site
- Applied new identity to all other materials and templates and produced marketing toolkit

Bolton Salford and Trafford Mental Health NHS Trust

2004-2005

Marketing Consultant for Training Toolkit Production - internal NHS audience

- Took training materials and developed into new format training toolkits for administrators and trainers
- Structured, updated and branded all delegate materials
- Resulted in measurable increases in both delegate satisfaction and trainer efficiency

The Computer Luggage Company

2003

Marketing Consultant European Product and Brand Launch: internal, channel and consumer audiences

- Managed a phased launch internally, to European sales agents, channel partners and consumers
- Developed a multilingual product database to supply content for all marketing materials
- Managed the channel non disclosure process and produced in-house pre launch materials
- Delivered targeted e-marketing and direct mail campaigns using salesforce.com

Other assignments include

2003 - 2009

- Produced fundraising toolkit for the Federation of London Youth Clubs
- Produced interim web site and branded templates for the Richmond BTCV
- Provided event pre production and on site services for Centrica hospitality events (ballet evenings)
- Produced marketing and communications toolkit for a Chartered Institute of Marketing branch
- Presented a evening seminar on event management for the Chartered Institute of Marketing

Employment History

Purvis Slade Productions Ltd

2001-2003

Marketing Consultant

This family run conference and event Production Company specialised in the financial services sector and was an approved supplier to The Royal Bank of Scotland.

- Created a new and improved interactive conference format that improved the event's effectiveness
- Instigated a programme of satisfaction surveys to monitor and promote company performance
- Produced a cost effective suite of rebranded marketing materials for in-house tailoring for each client

Dragon Systems UK Ltd

1999-2000

Marketing Manager

This was the new Northern European subsidiary of a leading US speech recognition software.

- Increased direct sales and lead referrals by training and communicating with call centre staff.
- Managed product and issue led PR campaigns, gained extensive press coverage and won product awards.
- Developed exhibition strategy that sold products, generated leads and showcased new technologies.
- Secured greater budget (\$740K) and local autonomy to manage effective local marketing campaigns.

Toshiba Information Systems UK Ltd

1995-1999

The UK PC Division manufactures portable and desktop computers, sold through a dealer network.

Channel Marketing Manager (1997-1999)

- Identified and released over £3million of unused A&P funds back into the organisation
- Secured greater budget (£1.8M) and headcount (5) to better promote sales through reseller channel
- Ensured reseller intranet was launched during first phase of web site by collaborating with web team
- Managed product launch campaigns, resulting in 95% brand awareness and record sales at launch
- Demonstrated a significant increase in reseller satisfaction using the annual survey

Dealer Marketing Specialist (1995-1997)

- Refined incentive system making it more efficient to use, cheaper to modify and easier to outsource.
- Improved product communications to resellers, increasing sales and improving the relationship
- Redefined and updated reseller database to provide customers with better information more efficiently
- Managed reseller incentive campaigns and events to promote sales through the channel

Misco Ltd

1994-1995

European Product Manager

Misco is a multi-million pound subsidiary of Europe's largest IT reseller.

- Negotiated £30K/qtr advertising revenue to fund major improvements to product ranges and pages
- Developed product range, increasing proportion of the product mix from 25 to 33% in first 3 months
- Completed 11 catalogues within budgets and deadlines
- Secured award of Toshiba, HP and AST dealerships enabling better competitive position in marketplace

DN Computer Services Ltd

1990-1994

UK reseller now called PC World Business Direct following acquisition by the Dixons Stores Group.

Marketing Manager (1993-1994)

- Assumed responsibility for the technical support department; recruited and trained new engineers
- Integrated technical support functions within the sales order processing system
- Continued to manage product range with a further 10% increase in turnover
- Improved sales reporting to enable more accurate forecasts by instigating changes to computer system

Product Manager (1990-1993)

- Negotiated better credit terms to facilitate sales growth by developing relationships with key suppliers
- Managed product range, increasing revenue by 50% and percentage of product mix from 5% to 33%
- Completed all catalogues on time and on budget to maximise ROI
- Managed existing and secured new dealerships to improve product range and company credibility

Education, Training and CPD

Microsoft Certified Application Specialist	MS Word, Outlook and PowerPoint 2007	2007
Microsoft Office Professional	MS Word, Outlook and PowerPoint 2003	2007
Chartered Marketer	The Chartered Institute of Marketing	2002 - present
Marketing Diploma	Salford College of Technology	1989
Bachelor of Engineering (2:2)	University of Bristol	1988

Professional Bodies

Member (MCIM)	The Chartered Institute of Marketing	since 1998
Branch Committee	The Chartered Institute of Marketing	2005

Software Skills

MS Word, MS PowerPoint, MS Outlook	Current	Advanced
MS Excel, MS FrontPage	Current	Intermediate
Adobe GoLive, Captivate and Photoshop	Current	Intermediate
MS SharePoint and MS FrontPage 2003	Current	Advanced
MS Access, Lotus Notes	Used 1995-2001	Intermediate

Languages

Spanish	Current	A Level -grade B
French	Last used at University	

Personal

Born: 24 th February 1967	British, clean driving licence	Single, no children
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Interests

Conservation volunteering, crafts, Spanish, travel, baking and collecting classic Penguin crime novels

Endorsements

“Laura's high quality work, focus on delivery, creative approach and willingness to do what it takes is refreshing and much appreciated. She brings a lot of fun with her, which makes getting the job done much easier, and is a great team player.”

Internal Communications Manager, BP (LinkedIn recommendation)

“I worked with Laura on several projects, including an IT function in sourcing, a rebranding exercise and a revamp of our Intranet site. Laura brought professionalism, expertise and a human touch. It was a pleasure to work with Laura and I would recommend her skills and gladly work with her again.

IT Service Delivery Manager, Sainsbury's Supermarkets Ltd (LinkedIn recommendation)

“I've worked along Laura on a major change programme. Under intense pressure, she shaped a communications programme for this major enterprise including both internal and external communication strategies. It was outstandingly successful and she was a key part of the change team.”

Senior Consultant, Project One Consulting (LinkedIn recommendation)

“Highly recommend working with Laura - she is a natural self-starter. She has a very deep Microsoft Office skill-set. She also is a very fast learner - she picked-up SharePoint within weeks in her BP role.”

Communications Consultant, BP (LinkedIn recommendation)

“Just a short note to thank you so much for making the presentations yesterday so successful. The flow and quality of the presentations and overall organisation was just excellent and you provide a great sense of confidence that makes everything work really well. You did a great job!”

Change Director, Sainsbury's Supermarkets Ltd (e-mail)

“Laura did a great job and made everything so easy for us. The presentation format works extremely well, and has proved very flexible and easy to adapt for different selling situations.”

Appeal Director, London Youth (e-mail)

“Laura provided an outstanding service, professional, detailed and with lots of value add. She made a measurable difference and left us with the tools to carry on applying her recommendations.

Manager, Technology Services, The Royal Bank of Scotland (LinkedIn recommendation)

“Laura is total professional. I have worked with Laura for many years as line manager later as a client. I would trust her with any project.” April 13, 2005

Director, The Computer Luggage Company (LinkedIn recommendation)

“Laura was a brilliant addition to our marketing team. Her knowledge and persistence helped bridge the communications gap between North American and EMEA-based marketing activities so we could achieve a more global approach with our products.”

US Product Manager, Dragon Systems (LinkedIn recommendation)