

Lucy Boyes

Strategic Marketing Director

Information

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A highly experienced professional, with 15+ years of successfully defining & delivering marketing strategies that exceed company KPIs.


I build strong strategies that ignite company objectives, but I can also roll up my sleeves, get creative & generate campaigns that engage customers & surpass targets.

I operate at board level, communicate at all levels, whilst mentoring & engaging teams.

Just some of my sector experience includes automotive, leisure, retail, manufacturing, education & software, having worked both in agencies & in-house.

I love what I do & have the greatest satisfaction in seeing strategy, plans & creative ideas come to life proving ROI.

Recommendation

 I recruited Lucy to build a new marketing team, review our external partners & deliver improvements in marketing performance & increased efficiency, all which Lucy did to an extremely high standard.

Lucy is a skilled & experienced marketing professional with excellent leadership skills & the ability to communicate & build positive relationships at all levels internally & externally.

I have no doubt that the significant improvements in KPI performance that I witnessed will have continued under Lucy's leadership.

I would recommend Lucy for any strategic projects or position. 

Mark Costello, CEO

Core Assets Group Ltd. (Now Polaris Community)

Expertise

Leadership

Strategy creation//KPI setting//Financial setting and budget management//Stakeholder relationships//Board responsibility//Team management//Contract management.

Marketing

Performance setting//Campaign development & roll-out//Research & data insight//Persona research//Brand management//Hubspot//Social Media//PPC//SEO//Websites//Events.

Communication

Marketing and communication planning//Crisis communications//Internal communications//PR//Influencer management//Reputation management.

Creative

Conceptual skills//Content creation//Design and artwork//Brand design//Adobe Creative Suite.

Values

In no particular order:

Integrity//Passion//Empathy//Dedication//Adaptability//Respect//Resilience//Teamwork//

Education

- BA(hons) Business Management (Digital Marketing)
- 3 A-levels (Art, Geography, Media Studies)
- 9 GCSEs (Including 2 x English & Maths)

Associations

- Chartered Institute of Marketing, Fellow
- Chartered Society of Designers, Member

Interests

- My family (obviously!)
- Interior design and buying affordable art
- Supporting homeless charities with my son
- Watching my boys play cricket
- Walks with the family, including our dog Ruby

Career History

Lucy Boyes

HEAD OF MARKETING

Wolsey Hall Oxford (B2C & B2B) & Pamoja Education (B2B)

March 2024 - Present.

Wolsey Hall Oxford is the largest global online home schooling organisation offering flexible online learning to students - at home (B2C) or through their existing school (B2B).

- Build new strategies for 3 global brands.
- Research and create strategy for new online schools division of holding company - Faria Education Group.
- Created marketing budgets across B2C & B2B activities.
- Plan, recruit and manage internal marketing team to support all marketing initiatives across global 3 brands.
- Increased social media by 145% in the first 6 months

DIGITAL MARKETING SPECIALIST

The Croft Preparatory School.

November 2022 – March 2024.

This role supported me whilst I was caring for my parents.

SALES & MARKETING DIRECTOR

Redware Ltd.

Sept 2020 – Sept 2022.

Redware develops global Learning Management Systems (LMS) for complex global enterprise brands, including Jaguar Land Rover & Volvo Cars.

- Created new sales & marketing strategy, providing in-depth competitor research, value proposition, product pricing, target audience, channels & activities.
- Created new tender strategy for new business opportunities, identifying £6m+ opportunities in 12 months
- Increased social media performance by 145%, PPC performance by 185% & SEO by 162% in the first 12 months

GROUP HEAD OF MARKETING & COMMUNICATIONS

Core Assets Group Ltd. (now Polaris Community)

May 2018 – June 2020.

Polaris Community is the largest Children's Services Group in the UK. Private equity owned with a turnover of £192m, across eleven companies, each company with multiple sites across the UK.

- Delivered B2C leads for the recruitment of foster parents, - utilising data insight, digital strategies & campaign planning
- Created strategic planning & development of annual marketing plans
- Exceeded business targets in 2019 by 165%
- Saved £400k off budget in year one through diligent contract management
- £2 million budget management & planning across all brands & channels
- Reported group-wide marketing activities & ROI performance to the Board (direct to equity partners)
- Designed & integrated new internal communications strategy & system group wide, improving content & engagement by 143%
- Achieved £32.00 digital Cost per Acquisition (CPA) against target of £65.00
- Managed all crisis communications across the Group

CLIENT SERVICES DIRECTOR

Wyatt International Ltd.

May 2017 – April 2018.

A global award-winning agency, working in multiple B2B sectors. I was responsible for driving the efficiency & profitability of key client accounts across PR, digital, paid search, social media, & other marketing channels. I managed 19 line reports & developed key working practices for the business, delivering the business £1.75m revenue in twelve months. Clients included BT, Fedex, Bosch Rexroth & Wolseley.

CLIENT SERVICES DIRECTOR

The Leader Marketing Partnership.

June 2016 – April 2017.

An integrated agency working in multiple sectors in both B2B & B2C. Responsible for directing key client accounts. Managing client marketing budgets. Managing the PR, account, & creative teams to deliver activities against marketing strategies & plans.

HEAD OF MARKETING

DSA Ltd.

June 2012 – April 2016.

A global exhibitions & events agency, I created & implemented a full sales & marketing strategy, utilising HubSpot, to improve lead performance, alongside pitching, planning & delivering client marketing to support global exhibition programmes. Clients included Hill-Rom, Nutricia, Sennheiser & Pioneer.

FOUNDER, DIRECTOR & OWNER

Box Clever Marketing Ltd.

April 2005 – December 2011.

An integrated marketing agency delivering strategic & marketing projects for B2C & B2B national & global businesses. Responsible for generating new business (40% conversion) & delivering creative projects including, advertising, websites, apps, & exhibitions, point of sale, printed literature, & retail interiors. Monitored company & project quality, time management & profitability for business improvement. Clients included Warwick Business School, Warwick University, British Motor Museum & AAH Pharmaceuticals.

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