

PORTFOLIO



Hi, I'm

DEBBIE SCOTT-DOUGLAS

BRAND & MARKETING PROFESSIONAL

Commercially focused | Creative | Passionate | Lead generation |
Client retention | Business development | Design | Leadership





ABOUT ME

I am an energetic, enthusiastic person who has experience working in a team under pressure to meet deadlines. I have communication and leadership skills and aim to combine my creativity and discipline to help both my employer and myself succeed. Through my positions held and higher education, I have gained valuable experience in Marketing, Customer Services, Direct Mail, Digital, Event Management, Production, and Design.

On a personal note, I'm a mum of two which sometimes proves to be a challenge, but there's never a dull moment with almost 16 year old twin girls who are both full of attitude!

CONTACT ME



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01.



From the people who brought you the renowned Cliveden House and Chewton Glen, comes The Mayfair Townhouse - a new high-end neighbourhood hotel launching Autumn 2020 overlooking London's Green Park. Curious, engaging, witty - The Mayfair Townhouse delivers the unexpected and redefines what it means to be a London hotel. Part of Iconic Luxury Hotels, this will be the fifth hotel in the portfolio, but promises to offer a new unexpected personality from what the brand is traditionally known for - think: Oscar Wilde meets Alice in Wonderland. Bringing a new lifestyle product into one of London's most distinguished neighbourhoods - The Mayfair Townhouse is the new charismatic 'kid on the block' - a product that has never been experienced in Mayfair.

a product that has never been experienced in Mayfair.



A carefully stylish, imaginative home for the modern traveller - the essence of the new Townhouse invites discerning travellers who appreciate an intuitive, perceptive level of service and a guest who

above all, has a refined palette for curiosity.



Moments of surprise await around every corner



Without the traditions of a regular hotel, there is no room at the Townhouse that has not been thoughtfully curated. The hotel bridges the gap between ritzy high-end lavish hotels and the corporate enterprise properties that currently stand in Mayfair.

When you walk through the doors of this new Townhouse, expect the unexpected. Moments of surprise await around every corner of the fifteen connected Georgian buildings that line Half Moon Street, which was once the setting for Oscar Wilde's most famous play, The Importance of Being Earnest. Built from 1730, Half Moon Street was a colourful haunt for bachelors, bohemians and artistic types in Victorian London. During this time many of Half Moon Street's townhouses were split into residential apartments for the elite to live before marriage. Iconic fictional characters, Oscar Wilde's Algernon Moncreiff and Bertie Wooster in P. G. Wodehouse's comedies resided here. The Mayfair Townhouse is a product of design.

If the walls could talk.

If the walls could talk. Art plays a pivotal part of the hotel, with Minda Dowling, a leading art specialist, curating unique and unusual pieces for The Mayfair Townhouse to further bring each space to life. The hand-picked collection includes both known names and emerging artists, to celebrate different creators of our time all with their own wow factor. Take Clarita Brinkerhoff's peacock sculpture for instance - the piece sits at 67 inches high



LUXURY HOTEL LAUNCH

I was responsible for the successful launch of an award winning luxury hotel in Mayfair during the pandemic. The Mayfair Townhouse was the 5th hotel to form part of the Iconic Luxury Hotels collection.



As Brand & Marketing Manager I was responsible for all aspects of the launch including:

brand positioning | brand design | collateral | retail products | room amenities | launch plan | PR | web design | social



All marketing content including:

photography | video | social | web | print | project management





AWARD WINNER

Winner of one of the Sunday Times best places to stay awards 2021.



TRAVEL+ LEISURE

IT LIST

Appeared on the Travel & Leisure 'It List' 2021.

HOT LIST

Appeared on the Condé Nast Traveller's 2021 Hot List.

Condé Nast Traveler



“Amazing experience!! Simply the best hotel stay I have ever experienced.”

02. FREELANCE

Freelance project - working with a local tele-marketing agency to increase their inbound marketing leads. At time of writing this document the campaign has yet to launch due to internal time constraints within the clients team.

campaign management | content creation
| design | social | email marketing |
inbound campaigns | roll out

INBOUND

Book a **FREE** no obligation chat with one of our team today.

BOOK NOW

01202 890 055 hello@caratelemarketing.com

HELPING YOU GET IN CONTROL

We would love to be your partners, working with you in a collaborative and honest way. Supporting you to achieve your goals practically & effectively. Helping your business grow with campaigns that prove your marketing worth and how well you support your business to achieve its objectives.

WHAT WE DO & HOW WE DO IT...

Achieve & Prove ROI

We know that not only is your time stretched but your budgets are too whilst at the same time you are no doubt being put under pressure to provide a return and prove the worth of your marketing team.

"We take the time to really get to know you and your business which means we put our expertise to the best use to achieve your objectives. We then calculate the lead values against spend giving you a concise pipeline report of £ spend against pipeline value."

Gary Simpson - Client Service Director

Your time is limited

Which is why our team act like an extension of your own. We won't just be an outsourced team, we will work like part of your team showing you the highest level of commitment.

Minimal training and support needed to get us up & running

It won't take a lengthy amount of time to get up and running as our expertise and knowledge speaks for itself. We have extensive experience of working on highly technical products and services. It's what we do!

Build a Strong Pipeline

Don't wait for your sales teams to get proactive, let us kick start your campaign in the quickest and most effective way.

"We will support you to build a strong pipeline of the right leads, quickly & easily. It's often difficult to get your internal sales teams to follow up, we take that frustration away ensuring your leads move quickly from MQL to SQL."

Gary Simpson - Client Service Director

No more waiting for feedback to understand how your leads are progressing, we provide full reporting.

Understand Your Prospects Better

As part of our process, we help you to better understand your prospects, in turn increasing your chances of gaining sales.

We can take your personas and expand upon the content you already have to ensure you have a detailed profile, thus tailoring content and language for campaigns to increase your conversion rate going forward.

Data is key

Our reporting shows clicks, opens, lead status and much more. [Click here](#) to see an example of our monthly reporting. Insights which help you make those important decisions with confidence.

NOT QUITE READY TO COMMIT?

Already using a tele-marketing agency?
We understand that you may already have a great working relationship with your current agency but sometimes it's good to have a backup. We'd love to be there for you if you need us, maybe give us a trial, and see if we can support when you need us?

Budgets, they are always getting squeezed, right?
We understand this can often be a barrier to outsourcing your campaigns, but if you could prove an increase in return, wouldn't that be worth exploring? We're confident we can help you increase your sales.

Technical product?
No problem! Our teams are experts at understanding even the most technical of solutions.

WANT TO FIND OUT MORE?

We'd love to listen to you and find out what you are trying to achieve and how you think Cara Telemarketing could support you.

Book a **FREE** no obligation chat with one of our team today.

BOOK NOW

HOME

ABOUT CARA

OUR SERVICES

OUR CLIENTS

CONTACT US

Undertook research with key stakeholders to define buyer persona’s and target audience information. Produced documents for reference during the campaign.

Target Audience Information

Industry Type



Our primary audience is **computer software companies** which sell in a selection of specific industries, which are listed below. We are looking for companies who sell:

- IT Software Solutions
- Training
- Licenses
- Platforms

We are looking for companies which sell into the following industry types:

- Airlines/Aviation
- Architecture & Planning
- Automotive
- Aviation & Aerospace
- Civil Engineering
- Construction
- Consumer Electronics
- Consumer Goods
- Defence & Space

- Design
- Electrical/Electronic Manufacturing
- Hospital & Health Care
- Hospitality
- Industrial Automation
- Leisure, Travel & Tourism
- Machinery
- Maritime
- Mechanical or Industrial Engineering

- Medical Devices
- Mining & Metals
- Oil & Energy
- Packaging and Containers
- Primary/Secondary Education
- Printing
- Railroad Manufacture

Size & Location

We are looking to target businesses with employee numbers which sit between 11 - 1000 employees, mainly based within the UK.

Size: 11 - 1000

Location: UK



Marketing Mel is a senior marketing decision maker who runs a busy team of marketers. She's under pressure, normally not an issue for such an experienced professional but right now there's never enough hours in the day. Not only is time stretched, but budgets are too whilst being under the never changing pressure to provide a return and prove the worth of her marketing team. Mel is female, aged 30-45 and lives with her family out the outskirts of town. She's outgoing and personable, great fun at the office party. When it comes to making business decisions Mel uses the internet to seek out solutions, but she also trusts referrals from peers and professional organisations.

Key challenges: Business growth, team performance, providing ROI from the marketing efforts

Marketing Mel

Gender:	Female	Children:	Yes
Age:	30-45	Location:	UK, Home-Based
Married:	Yes	Salary:	£45-50K



Goals & Values

Goal One: To qualify exactly who her target audience is

Goal Two: To fill her pipeline with leads & build her prospect universe

Goal Three: To better understand the technical landscape of her target audience

Goal Four: To achieve an E/P/ROI on marketing

Goal Five: To educate her prospects as to their wider capabilities

Marketing Mel's primary values are that she wants to work with **collaborative & honest** partners. It's also important to her to have clear, concise & detailed reporting.

Our guide to increasing the number of MQLs in your pipeline

Let's start with the basics!

MQLs are leads which sit within a sales funnel, traditionally called a funnel because of the shape formed when you add additional qualifying criteria at each stage of the process, thus narrowing down the prospect pool. In more modern times there has been a lot of discussion around whether a funnel is the correct way to describe the qualification process as things have changed dramatically over the last few years. For the purpose of this guide, we're not going to get into that debate as MQLs are relevant no matter what shape you prefer to think of the funnel as.

Marketing generally owns the top part of the funnel where the nurturing and trust in the brand is built, the ownership passing over to sales further down the funnel once it's been established that the prospect matches the MQL criteria.

What happens next
Essentially once marketing has classified a lead as an MQL they pass the lead to sales, who review the lead and if they agree it does meet the criteria i.e. has the potential to lead to a customer, then the lead moves from an MQL to a SQL (sales qualified lead).

The first critical step
In order for the process to be successful it's key that you have clearly defined who

It's often a numbers game, the more in the top of the funnel the more leads you should ultimately convert, but it's also important to point out there's no point filling the top of the funnel with leads who don't match your persona or lead criteria.

There's not set formula on how to bring in more MQLs, every business is different, but there are some things you can do that may yield better results. Let's start with the definition of what an MQL is.

In a nutshell it's a lead which marketing have qualified - the clue is in the title 'marketing qualified lead'!

Generally speaking, that prospect has expressed an interest in the company by taking certain actions such as visiting pages on your website, downloading content or clicking CTA's.

your buyer personas are and how best to communicate with those personas. Setting accurate and detailed criteria is an important step in the process and ensures that only the highest quality of leads pass through the funnel.

Often a discussion between marketing and sales needs to take place to establish what fits the bill and to ensure everyone agrees as to what classes as an MQL.



Scan to read our Blog - Our 8 Top Tips to Working Towards Better Sales & Marketing Alignment

Having a strong relationship with your sales counterparts is essential to the success of this process. It's a win/win for both teams if you can establish a strong sales funnel. For more tips on how to build a better alignment between your departments scan the QR code below to read our blog 'Our 8 Top Tips to Working Towards Better Sales & Marketing Alignment'.

As a joint team you should decide on what makes someone a good MQL, this should refer back to your buyer persona but also go a little deeper and define the actions they need to take in order to progress from a prospect to an MQL. For example. Have 2 visits to a specific page on your website, click a specific CTA etc.

Remember things change, so make sure you revisit your lead definition regularly to ensure its kept as up to date as possible.

Let's get into some detail...

We've pulled together some of our top tips on how to increase the number of MQLs in your funnel.

- Find the channels which work best for you** - Whether you're starting from scratch in building a sales process, or taking on a pre-existing set up, it's always good to review what works best for you. Try as many different channels as you can initially, track the results then focus your efforts on those which perform the best.
- Content is king** - You should have different types of content in your toolkit which talks to your prospects at each stage of their journey into exploring your company. Your content will help to nurture your leads and increase the chances of them becoming a customer.

Nowadays it's about providing value to your leads even before a sale is made!

So, take a moment to review your content, review the stages of your pipeline and make sure you've got content which covers each stage and positions your company as the experts in your field.

Read on for more information on how to create great content at each stage of their journey.

- Incentives & lead magnets** - You could consider adding in a high value offer at the top of your funnel

Created the campaign plan which was signed off by the client prior to creating all of the content which included:

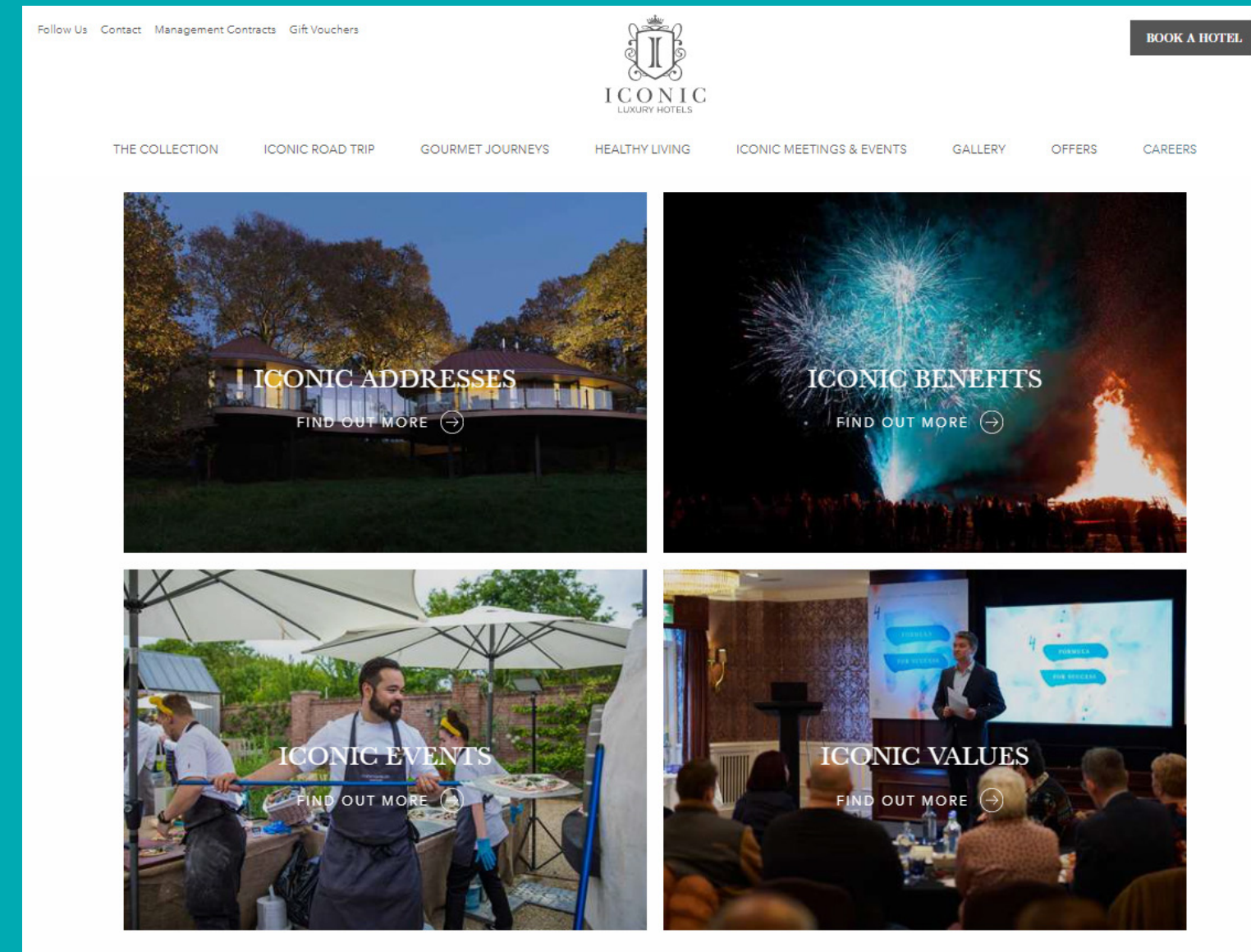
landing pages | blogs | emails | white papers | LinkedIn



03.

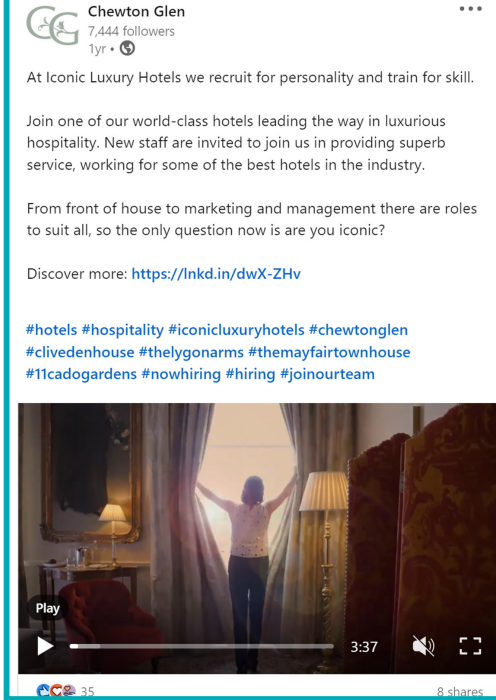
RECRUITMENT DRIVE

Iconic Luxury Hotels suffered during the pandemic with recruiting and retaining staff. We started a campaign to boost recruitment.



Updated the website with new careers video and content which focuses on the benefits of working at ILH.

Ran a series of social campaigns to promote the benefits of working for ILH and how much the staff are appreciated.



Created an active employee ambassador program, referral bonus & both internal and external recruitment fairs.

OVERALL INCREASED APPLICATIONS BY 36%

04.

Our fire rated range

Our shieldLED, shieldPLUS and OrbitalPLUS fire rated downlights combine style with practicality. Providing a product which is suitable for use in a variety of applications, whilst ensuring all relevant British Standards are met. The entire range can be used in 30, 60 and 90 minute rated ceilings and have been acoustically tested offering resistance to the passage of sound

Our Promise

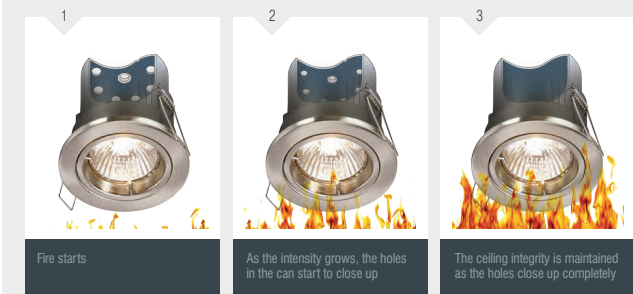
All our fire rated downlights use proven intumescent technologies to comply with the latest building regulations

The FACTS about fire rated downlights...

WHY - Part B of the current building regulations and fire safety require that where recessed downlights are installed, the resistance of the ceiling to fire must not be impaired, assisting in controlling the spread of fire

WHERE - The height of the property defines the fire rating required. For up to 5m, 30 minute fire rated downlights are required. For buildings from 5m to 18m, 60 minute fire rated downlights are required. Above that height 90 minute fire rated downlights must be fitted throughout

HOW - Our products use intumescent material in the specially designed can



INSTALLATION - Installation is no different to a standard downlight with a standard spring clip fitting. Suitable for ceilings up to 35mm thick. There are IP65 options available in the catalogue for installation in high moisture areas

ENERGY EFFICIENCY - For the best energy efficiency we would recommend the shieldLED or OrbitalPLUS with the dedicated light source. These are available in a choice of wattages and colour temperatures allowing you to select the ideal product. The shieldPLUS are provided lamp free or with a LED lamp included. We now offer LED COB and SMD lamps for use in the enclosed can of our fire rated products

WHAT ELSE - Our products resist the passage of sound, maintaining the ceiling's acoustic properties and complying with Part E of the building regulations. Our IP rated products stop the passage of moist air into roof voids and therefore comply with Part G of the building regulations

8 RECESSED FIRE RATED

OTHER EXAMPLES

These pages show some older examples of work which I believe to be relevant.

Choose the SHIELD fire rated product for your project

We offer a variety of choice within the extended SHIELD range. A choice of finishes, lumen outputs, IP ratings and style to suit any application. Ideal for commercial and domestic use



SHIELD LED

PREMIUM RANGE

- 800, 600 or 400 lumen output
- IP65 rating
- COB LED
- Finish options
- Sophisticated Micro Lens Array technology
- Commercial & residential use
- Push fit installation

YEARLY
£32.00
SAVING*



**NEW
PRODUCT**

NEW OrbitalPLUS NO VISIBLE LIGHT SOURCE

- Upgraded version of our best-selling Orbital
- Brighter LEDs
- Slim profile for shallow ceilings
- Can be covered with insulation
- Dimmable
- No visible light source

INDIRECT
LIGHT



SHIELD PLUS

SHIELDPLUS FIXED, TILT & IP65

- Options include fixed, tilt & IP65
- Dimmable
- Finish options
- Supplied with or without GU10 LED lamps
- Twist & lock lamp replacement
- High spring height for up to 35mm ceilings
- Screwless installation

LED
LAMP
INCLUDED



*Per fitting, compared to a halogen lamp running for the same time period

RECESSED FIRE RATED 9



catalogue design | briefing designers
| heavily involved in design |
content | photography | catalogue
automation



CODE	DESCRIPTION	FINISH	LAMP TEMP	LM	LM/W
52726	shieldLED 800 fixed IP65 11W	Satin Nickel & clear acrylic	Warm White - 3000K	750	68
52727	shieldLED 800 fixed IP65 8W	Chrome Plate & clear acrylic	Warm White - 3000K	750	68
61063	shieldLED 800 fixed IP65 11W	Mat White & clear acrylic	Warm White - 3000K	750	68
52732	shieldLED 800 fixed IP65 11W	Satin Nickel & clear acrylic	Cool White - 5000K	800	73
52731	shieldLED 800 fixed IP65 11W	Chrome Plate & clear acrylic	Cool White - 5000K	800	73
61064	shieldLED 800 fixed IP65 11W	Mat White & clear acrylic	Cool White - 5000K	800	73

10 RECESSED FIRE RATED



CODE	DESCRIPTION	FINISH	LAMP TEMP	LM	LM/W
52016	shieldLED 600 fixed IP65 8W	Satin Nickel & clear acrylic	Warm White - 3000K	600	75
52008	shieldLED 600 fixed IP65 8W	Chrome Plate & clear acrylic	Warm White - 3000K	600	75
61050	shieldLED 600 fixed IP65 8W	Mat White & clear acrylic	Warm White - 3000K	600	75
54005	shieldLED 600 fixed IP65 8W	Satin Nickel & clear acrylic	Cool White - 5000K	600	75
54007	shieldLED 600 fixed IP65 8W	Chrome Plate & clear acrylic	Cool White - 5000K	600	75
61065	shieldLED 600 fixed IP65 8W	Mat White & clear acrylic	Cool White - 5000K	600	75

RECESSED FIRE RATED 11



A MESSAGE FROM MORSEY

Why Send A Card When You Can Send So Much 'Morse'?!!!!

Converting messages that matter, into delicious choccy wishes - our personalised cards and gifts in-one are the perfect way to make someone's day! We take the words right out of your mouth (topped off with a photo too if you fancy!) to deliver some love and laughter directly through their letterbox!

Choose from customised chocolate, chocolate cards and bite-sized boxes to send a surprise fit for all of life's celebrations and occasions!

SHOP NOW



concept | design brief | template
creation | roll out of new brand
identity



"I worked with Debbie for just shy of 2 years and it was such a valuable experience. Her knowledge of marketing and management coached me to progress in my own career, yet also helped to make significant improvements to our department. Aside from her professionalism, Debbie has a very calm, collected approach to times of challenge and was always up for a laugh! If you're looking for organisation and creativity - she's got it all!"

Lucy Strong
Senior Marketing Executive
Iconic Luxury Hotels



"Debbie joined our business in 2011 to set up and develop our marketing department, and soon proved to be one of the best appointments I've ever made. Whilst her in-depth knowledge of marketing helped the business realise record growth, it was her ability to manage projects and teams that enabled us to launch our first website, introduce our CRM system, develop POS initiatives and launch regular catalogues. Debbie would be a great asset to any prospective employer or client and I wouldn't hesitate to recommend her, or employ her services again."

Stuart Noble
Sales Director
DAR Lighting Ltd

Debbie has been a valuable freelance resource who has supported our business to develop marketing strategies which deliver results. Her understanding and knowledge have meant we have developed campaigns, quickly, which have significantly improved our inbound marketing activity. Within a short space of time, she understood our business and defined campaigns which are targeted and focused on the needs of our clients. Her ability to combine a commercial mindset with a design skill set has produced content which works to achieve the objectives we have set.

Victoria Mulholland
Operations & Campaigns Director
Cara Telemarketing Ltd