



Sarah Louise Norris
 Somerset, UK
 07800 587899
 hello@favourite-things.co.uk
 favourite-things.co.uk

BIOGRAPHY

Hi, my name's Sarah and I'm an experienced senior marketing professional with a proven track record of success in both marketing and commercial strategy. I'm passionate about food, style, travel and all things Somerset.



EXPERIENCE

- MARKETING MANAGER**
Sheppy's Cider | Aug 2017 - Jul 2019
 Responsible for creating and running a brand new marketing function in order to bring Sheppy's 200 year-old brand to the national and international stage. Working directly alongside the company directors and the Head of Sales to combine and unite the sales & marketing strategies in to one cohesive, achievable and profitable 10 year business plan.

Key responsibilities include:
 - Developing & maintaining the marketing budget alongside an integrated sales & marketing campaign
 - Monthly presentations in both board meetings & commercial strategy meetings
 - Content creation and management across B2B and B2C channels to further the brand in both domestic and international markets
 - Managing successful relationships with B2B customers by building links with buyers, marketing, PR, category insight teams, etc.

- MARKETING MANAGER**
Godminster | June 2015 - Aug 2017
 Responsible for the day to day running of all marketing activities for the Godminster brand, including managing the Marketing Assistant and overseeing several external companies (CRM technical support, SEO agency, PPC agency, and PR agency).

Key responsibilities included: overseeing all branded marketing assets (brochures, digital assets, photography, etc.) and creating new gift products for key customers including QVC and other major ecommerce platforms.

EDUCATION

- DIPLOMA IN DIGITAL MARKETING**
 The Shaw Academy | 2015
- PROFESSIONAL CERTIFICATE IN MARKETING**
 Chartered Institute of Marketing | 2013
- BA Hons ENGLISH LITERATURE & HISTORY OF ART**
 University of Reading | 2006 - 2009

CAREER HIGHLIGHT

Tesco NPD Projects | Taking two brand new SKUs from inception to launch in 400 Tesco stores in less than 7 months. From pitching to the buyer to overseeing the entire launch campaign, including organising a major national press launch with local dignitaries, MPs, journalists and Tecso key influencers.

SKILLS

