



# TOM HUMPHREYS

## SENIOR MARKETING EXECUTIVE

### INFO

#### NAME

Tom Humphreys

#### LOCATION

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#### WEBSITE

[www.feraltom.com](http://www.feraltom.com)

### ABOUT ME

I've advanced in my career by embracing a lifelong energy for bringing ideas to life, from inception to completion.

My projects have told compelling stories and engaged thousands, generated playful controversy on high streets and made demonstrably positive differences for impassioned start-ups, burgeoning enterprises and industry leading organisations.

### TRAITS

- Positive & Energetic
- Self Motivated
- Leader & Team Player
- Imaginative & Inventive
- Strategic Thinker

### WORK EXPERIENCE

#### 2017 - NOW **CONTENT COORDINATOR** DIVERSITY TRAVEL

Working within the marketing team to deliver impactful marketing projects, innovations and promote a 'culture of content' across the organisation.

- Production of acclaimed charity, NGO and academic focused magazines
- Securing Lufthansa City Centre Diversity Award 2018 win
- Interviewing high-profile charity and NGO leaders to bring stories to life
- Collaborating with directors and business partners to realise ambitions
- Coordinating Diversity Travel's presence at key industry events in the US
- Leading essential and large-scale GDPR campaigns
- Designing and launching a successful survey to over 26,000 clients
- Developing new and existing content with CMS systems and Adobe CC
- Administration and development of CRM system and email campaigns

#### 2016 - 2017 **MARKETING COMMUNICATIONS EXECUTIVE** ENDRESS+HAUSER

Working within the Business Development process to promote the company's global products, services, events and communications.

- Organisation of promotions, exhibitions and corporate hospitality events
- Management of company internal TV network
- Production of professional & creative sales presentation material
- Developing the Endress+Hauser "Green Community Champions", a volunteer group of cross-functional employees committed to fight climate change & reduce the company's own carbon footprint

#### 2015 - 2016 **MARKETING MANAGER** THE 848 GROUP

Working with company directors and stakeholders to pro-actively develop, manage and mature marketing and sales activities across 4 divisions.

- Developing, managing and nurturing key content marketing strategies
- Working with key stakeholders to seize brand evolution opportunities
- Coaching duties of marketing interns and work experience students
- Crafting, launching and analysis of targeted multi-channel campaigns
- Developing key content marketing strategies and buyer personas
- Persuasive copywriting, content creation and video production

#### 2014 - 2015 **SALES AND MARKETING SPECIALIST** THE 848 GROUP

Working with company directors and stakeholders to build an engaging, clear and informative portfolio of persuasive digital & print assets.

- Managing and executing a company website relaunch from inception
- Delivering client facing webinars and presentations
- Representing the company at business networking events
- Implementation of new marketing strategies to raise company profile



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## KEY SKILLS

WORDPRESS	WEB DESIGN	COPYWRITING	PROOFREADING	COMMUNICATION
PHOTOGRAPHY	VIDEOGRAPHY	VISUAL DESIGN	COORDINATION	EVENTS
STRATEGY	FIRST AID	PRESENTATIONS	ANALYTICS	COACHING

## TECHNICAL PROFICIENCY

OFFICE 365	GOOGLE APPS	DYNAMICS CRM	CLICKDIMENSIONS	MAILCHIMP
INDESIGN	PHOTOSHOP	PREMIERE	ILLUSTRATOR	ANIMATE
SURVEYGIZMO	SOCIAL (ALL)	AUDACITY	GOOGLE ANALYTICS	GOOGLE ADWORDS

## VOLUNTEER EXPERIENCE

- 2018 - NOW **VOLUNTEER**  
CANAL & RIVER TRUST
- AUG 2018 **FREELANCE VIDEOGRAPHER**  
MAGICAL FESTIVAL
- 2013 - 2015 **TOUR GUIDE & HAUNTED MANSION ACTOR**  
SHUGBOROUGH HALL, NATIONAL TRUST
- DEC 2012 **TEACHING ASSISTANT (ANIMALS/WILDLIFE)**  
COOPER PERRY PRIMARY SCHOOL
- JAN 2009 **TEACHING ASSISTANT (MUSIC, ART & P.E)**  
COOPER PERRY PRIMARY SCHOOL
- APR 2007 **EVENT COORDINATOR**  
KATHERINE HOUSE HOSPICE, NHS

## PERSONAL PROJECTS

- 2018 - NOW **WWW.FERALTOM.COM**  
BESPOKE WORDPRESS PORTFOLIO WEBSITE
- 2018 - NOW **"WHITE NOISE"**  
COWRITING AND DIRECTING A SHORT FILM
- 2018 - NOW **"SAUNTER WITH MOMENTUM"**  
7 TRACK SELF-PRODUCED ALBUM
- 2016 - NOW **"ASH OF JEQUITIBÁ"**  
SPECULATIVE FICTION NOVEL
- 2011 - NOW **NATURE PHOTOGRAPHY**  
PORTFOLIO AVAILABLE ON [FERALTOM.COM](http://FERALTOM.COM)