
AMBER SKINNER-JOZEFSON

Head of Marketing Communications

An accomplished strategic & operational Marketing leader with strong international telecom and SaaS technology experience (Arkadin, Momac) across private business and public sectors. A successful track record developing and executing brand strategy, defining value propositions from scratch, go-to-market integrated planning, database/direct marketing, product & digital marketing. Skilled at providing innovative, forward-thinking leadership & vision in a collaborative environment, building & managing cross-functional teams, and driving inter-departmental change at senior director, C-Suite and board levels.

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LINKEDIN PROFILE

EDUCATION

IMPERIAL COLLEGE BUSINESS SCHOOL

MBA (Exp. Jan 2018)

UNIVERSITY OF PARIS SORBONNE

French language

HOWARD UNIVERSITY

BA: Print Journalism

Summa Cum Laude

LANGUAGES

ENGLISH (native language)

FRENCH (superior level)

SPANISH (intermediate level)

PORTUGUESE (beginning level)

Test de Connaissance de Français:
level B2 (2010)

PROFESSIONAL EXPERIENCE

HEAD OF MARKETING & COMMUNICATIONS, PANALUX GROUP 2014-PRESENT

Global leader of feature film lighting equipment rental, studios & associated facilities with offices in 9 territories in 6 countries. Team: 4 direct reports, 8 indirect reports

Appointed to transform and lead the entire marketing communications function at a group level in order to facilitate sales integration with parent company, jumpstart new client acquisition, define & future-proof brands, and overhaul offer & product go-to-market lifecycles. Assumed responsibilities & accountabilities previously held by group MD, group Technical Director & company MDs. Key achievements include:

- Development & implementation of annual marketing plans that resulted in above-plan sales growth in high-end television drama, still photography & commercial advertising segments in a period of declining industry growth & robust competition. During this time, the revamped marketing function contributed significantly to outperforming sales goals in key segments, and retaining priority clients across all segments

- Conception & development of brand identity across the group, value proposition from scratch, implementation of marketing KPIs, digital & content marketing strategies as well as internal & external communications functions
- Direction of long-term integration of Panalux group and parent company brands in all business markets to reflect development of new mid-market offer portfolio. This strategy includes deep dive market analysis and measurement of brand sentiment in each territory.
- Development & launch of 4 successful digital marketing campaigns, an offline advertising campaign, and 2 mixed media product marketing campaigns that resulted in key product rental increase of 45% and increase in inbound call volume.
- Driving & execution of business intelligence activities designed to provide enhanced market visibility based on detailed client analytics & segmentation, market analysis, pricing modeling, forecasting, and competitor analysis.
- Overhaul of sales/marketing mix. Working closely with the group MD and Business Directors, this included development of sales collateral and online tools as well as lead generation/qualification and internal product trainings for sales teams.
- 360° revamp of product go-to-market lifecycle resulting in 100% more products launched in 2015/2016 than previously and a significantly higher launch success rate.
- Working closely with group FD, successful development of business plans that resulted in board-approved acquisitions in the UK and South Africa and a partnership expansion to the US market

CORPORATE EXTERNAL COMMUNICATIONS MANAGER ARKADIN 2012-2014

*An NTT Telecom company. Global leader in Unified Communications & collaboration services. €210m+ revenue, 5 regions, 32 countries. **Team: 3 direct reports, 15 indirect reports.** One of 25 global employees designated "High Potential" by COO and placed on director track*

Held responsibility for corporate communications function within the global marketing department and led marketing communications teams in five regions (EMEA, NORAM, APAC, China, LATAM). Developed and implemented global external communications, customer reference programme, PR, content & digital marketing, analyst relations programme, and executive communications. Key achievements included:

- Launch of a new digital marketing programme including the corporate Arkadin blog that serves as a content marketing hub and client-facing support tools for sales teams. This important new strategy increased traffic to the corporate website by 23% in the first three months.
- Control of £400K communications budget, excluding agency spend
- Vetting and hiring of 3 external agencies (content marketing, digital, creative), and 5 freelance resources.
- Launch of 2 successful direct marketing campaigns that resulted in 40+ high-priority lead conversions in the UK alone.
- With the strategic marketing teams, development and execution of 3 highly-tailored automated email campaign matrixes that resulted in hundreds of qualified leads for each product/service-specific campaign.
- Responsible for running the analyst relations programme that led to Arkadin's inclusion in top analyst reports including Gartner Magic Quadrant for Unified Communications as a Service
- In implementing an executive communications programme, established strong working relationship with C-Suite, VPs and other senior directors over the course of developing financial communications, annual reports, executive internal webinars, business communications.

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- Leading a global customer-centric, multi-channel content marketing strategy for 15 regional heads of marketing, digital marketers and product managers driven in large part by marketing and client analytics
 - Close collaboration with key stakeholders across business units on internal and external “special projects” including long-term strategic planning, internal employee retention schemes, internal rollout of new IT systems

GROUP COMMUNICATIONS MANAGER MOMAC

2011-2012

Mobile technology company in the telecommunications industry with offices in 6 cities across 3 regions. Notable clients & partners included O2, Mobistar, Free, Orange Telecom, Bouygues Telecom

Responsible for managing communications disciplines across the group and served as lead member of cross-functional business team in charge of implementing marketing strategy. Reporting to group CMO, primary sphere of activity included raising brand visibility among mobile network operators in the UK, France and NORAM.

- Developed, implemented & championed group communications strategy resulting in enhanced brand visibility, increased web traffic
- Performed audit that included French and UK client satisfaction and brand affinity surveys, and produced a betterment report that led to revamp of client practices and extensive trainings for sales and accounts teams.
- With the CMO, developed corporate value proposition, SWOT, brand positioning documents. Additionally, refined business proposition in French market, vision, business category and mission
- Successfully spearheaded the integration of client testimonials, which drove client engagement and the effectiveness of sales proposals.
- Managed industry analyst and media programmes as well as an external agency
- Developed & produced sales collateral for the business development teams (elevator pitches, presentations, product demo videos, quick start guides, etc...)

PR & ONLINE COMMUNICATIONS CONSULTANT EXPRES CONSEIL 2009-2011

I led and managed social media and search engine marketing projects for a marketing & communications agency in the travel and tourism industry representing territories around the world

WRITER/EDITOR PRWEB

2007-2009

Edited & wrote press releases for a variety of clients across virtually all sectors, advising on online news distribution best practices and text optimization

REPORTER / JOURNALIST CROSSROADSNEWS

2005-2006

I reported & wrote news articles for several beats of a regional newspaper with a weekly readership of half a million

JUNIOR REPORTER BET TELEVISION & NEWS

2004

Provided research & editorial support for news desks, delivered reporting coverage, and co-authored an article published by MSNBC in 2004